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PRICES AND SPREADS FOR Potatoes, Sweetpotatoes, and Other Selected Vegetables

SOLD IN FRESH MARKETS, 1962/63-1966/67

ECONOMIC RESEARCH SERVICE

U.S. DEPARTMENT OF AGRICULTURE

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ABSTRACT

This report contains monthly and seasonal data on prices and price spreads for 15 commodities sold fresh in selected major markets during the period 1962/63-1966/67.

Seasonal average retail prices for the 15 commodities in this report moved generally higher during the 5-season period. However, there were wide variations in net gains among the commodities. Late summer onions and round white potatoes increased more than 30 percent. At the other extreme, with price increases of less than 10 percent, were green peppers, cucumbers, spinach, spring and early summer onions, and carrots. Shipping point f.o.b. prices also increased for 13 of the 15 commodities.

Wholesale-retail spreads grew larger during the period of this study for all but three commodities—cucumbers, peppers, and sweetpotatoes. Largest increases—more than 40 percent—were for Florida-grown celery and spring and early summer onions. At the other extreme were cucumbers and sweetpotatoes with net decreases of 23 percent. The wholesale retail spread varied less than 10 percent for carrots, California-grown celery, and spinach. As a percentage of retail value, the wholesale-retail spread averaged 50 percent or more for 9 commodities. Asparagus had the smallest average wholesale-retail spread at 25 percent of retail value.

Shipping point-wholesale spreads for this group of commodities averaged from 8 to 23 percent of their respective retail value. Distance from production area to market was an important variable.

Key words: Marketing vegetables, prices, price spreads, vegetables, asparagus, cabbage, carrots, celery, sweetcorn, cucumbers, lettuce, onions, green peppers, potatoes, spinach, sweetpotatoes.

PREFACE

In 1955, Congress directed the Department of Agriculture to make special studies of spreads between prices paid by consumers and those received by farmers. Among the commodities studied are fruits and vegetables. For these commodities a number of publications have been released including the first comprehensive report, USDA Statistical Bulletin 340, "Prices and Spreads for Fresh Fruits and Vegetables Sold in Selected Markets, 1956-62." The second comprehensive report, Marketing Research Report 888 "Prices and Spreads for Apples, Grapefruit, Grapes, Lemons, and Oranges Sold Fresh in Selected Markets, 1962/63-1966/67," was issued in June 1970. This report continues the series.

The authors acknowledge the large contribution of Dorothy M. Lundquist, Statistical Assistant, Horticultural and Special Crops Branch, Marketing Economics Division, who aided in planning and preparing the statistical portion of this report.

Washington, D.C. 20250

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SUMMARY

Seasonal average retail prices for the 15 fresh vegetable items in this report moved generally higher during the five seasons, 1962/63-1966/67. All except cucumbers and peppers had a larger percentage gain in retail price than the BLS price index of "food for home preparation." But wide variations occurred in net price gains among commodities. Late summer onions and round white potatoes had the largest increases—more than 30 percent. At the other extreme, with price increases of less than 10 percent, were green peppers, cucumbers, spinach, spring and early-summer onions, and carrots.

Although 13 of the 15 commodities had net increases in shipping point prices during the period covered, these prices moved upward much more irregularly than retail prices. Less than half (seven) of the commodities had their lowest price in the first season of the period and only four commodities ended the period at their highest price level. Therefore, most of the price extremes, both lows and highs, fell in the three middle seasons. Wide differences appeared among the commodities in the extent of this price variation. On the basis of percentage change from lowest seasonal average price to highest, one-third of the group had variations of more than 100 percent: long white, Russet, and round white potatoes and both the early and late onion crops. At the other extreme, with variations of less than 20 percent, were peppers and lettuce.

Wholesale-retail spreads increased during the period of this study for all but three commodities—cucumbers, peppers, and sweetpotatoes. The net gains in size of this spread were largest—more than 40 percent—for Florida celery and the spring and early summer crops of onions. At the other extreme cucumbers and sweetpotatoes had net decreases of 23 percent. In contrast, commodities with relatively stable wholesale-retail spreads (changes of less than 10 percent) included carrots, California celery, and spinach.

The wholesale-retail spread averaged more than 50 percent of the retail value for seven commodities of the group. These, in decending order, were spinach, late summer onions, California celery, cabbage, round white potatoes, long white potatoes, and spring and early summer onions. Two others—Russet potatoes and Florida celery—narrowly missed the 50 percent level, with averages of 49.4 percent. Asparagus had the smallest average wholesale-retail spread at 25 percent of retail value. Next larger was sweet corn at 32 percent.

The shipping point-wholesale spread for this group of commodities averaged 8 to 23 percent of their retail values. Late summer onions and California celery were lowest and corn and lettuce highest.

The transportation charge comprised part of this spread. It varied little over the period of this study and its size depends primarily on distance shipped. The rest of this spread went to primary wholesale handlers. It tended to be highly variable and generally moved in the same direction as retail price.

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PRICES AND SPREADS FOR POTATOES, SWEETPOTATOES, AND OTHER SELECTED VEGETABLES SOLD IN FRESH MARKETS, 1962/63-1966/67

by

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INTRODUCTION

Fresh fruit and vegetable prices have attracted special attention, not only because they often fluctuate considerably over short periods, but also because in recent years they have increased more than those of other food groups.

This report contains monthly and seasonal prices and spreads for 15 vegetable items sold fresh in selected U.S. markets. The general format follows earlier publications cited in the Preface. These reports collectively provide 10 seasons of detailed price spread data on major fruits and vegetables, although for some commodities, it was not possible to maintain a continuous series over the entire period.

SOURCES OF DATA

Vegetable prices are reported at three points in the marketing channel—retail, wholesale, and shipping point.

Retail prices, supplied by the Bureau of Labor Statistics, were those paid by consumers in a sample of food stores in selected urban areas. Prices are collected to specification by trained Bureau enumerators on the first consecutive Tuesday, Wednesday, and Thursday of each month, except for changes because of holidays or special events.

Wholesale prices, supplied by the Federal-State Fruit and Vegetable Market News Service, are collected daily by market news reporters stationed in major markets throughout the United States. They obtain prices from first wholesale handlers on sales of less than carlot quantities and are reported by grade, type of container, origin, and other factors.

Shipping point f.o.b. prices were also supplied by the Federal-State Market News Service. These prices are an average of the midpoint of the range of daily prices received by a broad sample of shippers in representative shipping districts. For most commodities, prices are reported by grade, size, pack, and other relevant information. But for commodities not sold under U.S. grades, f.o.b. prices are for stocks of "generally good merchantable quality."

Production data, including U.S., State, and selected seasonal data, were taken or compiled from Statistical Reporting Service estimates. Fresh market data were used if available; if not, data include the fresh and processed markets.

Returns per acre were calculated from Statistical Reporting Service data, by dividing the estimate of total crop value by the estimate of acres planted. Value per acre planted was considered a more appropriate statistic for this report than value per acre harvested, which could also have been calculated, because the former took into account acreage that was lost or abandoned before harvest.

Per capita consumption data derive from published and unpublished reports of the Economic Research Service. Data used are retail weights.

Carlot unload data used in weighting monthly prices were from the Consumer and Marketing Service.

METHODOLOGY

In this report, dates of pricing were lagged between each level of the marketing channel to approximate the actual time required for commodities to move through the channel. Retail prices are an average of Tuesday, Wednesday and Thursday. Wholesale prices are for Tuesday of the same week. Shipping point prices are an average of daily prices for the preceding week. All prices for a given commodity were matched as closely as possible in grade, size, variety, and origin. The retail price, which was obtained in consumer units such as pound, head, or dozen, was converted to a retail value equivalent by expansion to a container basis and adjusting for the amount of physical waste and loss

incurred during marketing. In other words, it is the retail value of the unit (carton, etc.) that was handled at shipping point and wholesale. Seasonal average prices were calculated by weighting monthly prices by monthly carlot unloads in the respective markets.

Price spreads were calculated from these prices and retail value equivalents. The wholesale-retail spread is the retail value less the wholesale price. The shipping point-wholesale spread is the wholesale price less the shipping point price. These spreads are shown in both dollar amounts and as a percentage of the retail value by months and as weighted seasonal averages.

These prices and price spread data, by months and as weighted seasonal averages, are presented in tables for each market where the vegetable was priced. For each commodity, seasonal average data only (not monthly) were averaged for the two to four markets represented. These are shown in chart form as wholesale-retail spread, shipping point-wholesale spread and grower and packer returns. Tables and charts follow the discussion of each commodity. From these aggregative data trends are more easily distinguishable.

A number of the commodities included in this report had marketing seasons that included portions of 2 calendar years. Such seasonal data are designated with a "slash," i.e., 1962/63. In contrast, the hyphen is used to mean "through." Therefore, 1962/63 refers to a single marketing season that includes parts of 1962 and 1963, and 1962-63 means 1962 through 1963.

GLOSSARY OF TERMS

Retail price—Bureau of Labor Statistics (BLS) estimate of the average price paid for a specified commodity by customers in a sample of retail stores in a given city on the first consecutive Tuesday, Wednesday and Thursday of the month.

Retail value—The dollar value of a specified container of a commodity sold at retail after allowing for physical waste and loss incurred during the marketing process.

Wholesale price—Federal-State Fruit and Vegetable Market News Service estimate of the average price received for a specified commodity sold in less than carlot quantities by a broad sample of first wholesale handlers in a given market on Tuesday of the three-day pricing period used by BLS.

Shipping point f.o.b. price—Federal-State Fruit and Vegetable Market News Service estimate of the simple average of the midpoint of the range of daily prices for specified commodities received by a broad sample of shippers in given shipping districts during the week preceding the wholesale pricing date.

Wholesale-retail spread—The retail value of a specified pack of a commodity less its wholesale price. This spread is the amount received by those who perform the functions of retailing, intra-city transportation and secondary wholesaling.

Shipping point-wholesale spread—The wholesale price of a specified pack of a commodity less its shipping point price. This spread is the amount received by those who perform the functions of transporting from shipping point to terminal market and first wholesaling in the terminal market.

Grower and packer return—The amount received by those who perform the functions of growing and packing a specified amount of a commodity. The grower and packer return is equivalent to and is measured by the shipping point f.o.b. price.

ASPARAGUS

Production Areas and Markets

Two widely separated markets were selected for pricing at wholesale and retail—New York City and Seattle. In both markets, the season begins in April with the important early spring crop from California. Then, in New York City, May and June prices are reported for the late spring crop from New Jersey, the second ranked State in production. In Seattle, prices for these 2 months are on the midspring crop from Washington, the third ranked State in production (table 1).

Prices

Seasonal average retail prices are shown for Seattle since 1963 and for New York City and the United States since 1964 (table 2).

During 1964-67 U.S. average retail prices moved upward from 32 to 40 cents a pound, an increase of 25 percent. Most of the increase—nearly 6 cents—occurred in 1966 and was caused primarily by a large (18 percent) decrease in production.

Retail prices in the two markets were different in both behavior and level. In New York City, prices increased sharply during 1964-66, and declined moderately the following season for a net gain of 30 percent over the four seasons. Seattle prices were much more stable, increasing only about 13 percent in the same period. The main difference was in 1966 when the Seattle price gained moderately, in contrast to a large gain in New York City. Apparently the effect of sharply reduced U.S. production that year was offset in Seattle by a 20-percent increase in the Washington State crop. Over the four seasons, prices in New York City averaged 35.5 cents a pound and in Seattle, 28.9 cents.

Wholesale-Retail Spread

Seasonal two-city average wholesale-retail spreads ranged from $1.89 per 30-pound pyramid crate in 1963 to $2.56 in 1967, an increase of 35 percent (fig. 1). These spreads varied irregularly over the period but season-to-season changes were relatively less than those of either the shipping point-wholesale spread or grower and packer returns. As a percentage of the retail value, the wholesale-retail spread ranged narrowly from 25 to 29 percent, except in 1966 when it was 19 percent. This spread ranged from $2.35 to $2.90 in New York City, compared with $1.10 to $1.96 in Seattle (tables 3 and 4). As a percentage of the retail value, this spread was also smaller each season in Seattle than in New York City.

The size of the wholesale-retail spread varied greatly among the 3 months of each season, especially in New York City. The general pattern was an increase each succeeding month. This was caused by a much sharper reduction in wholesale prices through the season than in retail prices.

Shipping Point-Wholesale Spread

Seasonal two-city average shipping point-wholesale spreads ranged from 77 cents, or 10 percent of the retail price, in 1965 to $1.85, or 18 percent, in 1967. Season-to-season variation was large (fig. 1). Because the transportation portion of this spread was very stable over the period, the wholesalers' portion accounted for the fluctuations. From the low point in 1965, this spread increased 97 percent in 1966 and 22 percent in 1967.

For all seasons except 1965, the shipping point-wholesale spread averaged considerably higher for asparagus sold in New York City than in Seattle. Differences in transportation charges associated with length of haul at least partly accounted for this.

Within each season, the size of the monthly spreads were usually directly associated with the wholesale price—the higher the price, the larger the spread.

Grower and Packer Returns

Returns to the grower and packer accounted for the largest portion of the retail price, ranging from half to nearly three-fourths during the five seasons 1963-67 (fig. 1). But the most significant characteristic of grower and packer returns was their extreme season-to-season variability. For example, grower and packer returns in 1965 were $5.51, up 20 percent from the previous year. The following year this share jumped to $7.14, an increase of 30 percent. The next season grower and packer returns dropped to $5.85, a decrease of 18 percent.

Production, Consumption, and Returns Per Acre

Since 1957, U.S. production of asparagus for the fresh market has trended steadily down from 133.3 million pounds to 82.2 million in 1967, a decrease of 38 percent (fig. 2). During the same period, consumption per person declined about 43 percent. Since 1957, returns per acre have generally trended up—from $340 to $559 in 11 years, an increase of 64 percent.

Table 1.--Asparagus: Production for fresh market, selected States and United States, 1963-67

Year	California	New Jersey	Washington	United States
	1,000 cwt.			
1963	614	264	66	1,037
1964	585	243	78	1,000
1965	624	219	96	1,027
1966	475	180	115	842
1967	526	165	66	822

Table 2.--Asparagus: Seasonal average retail prices, United States and selected cities, 1963-67 1/

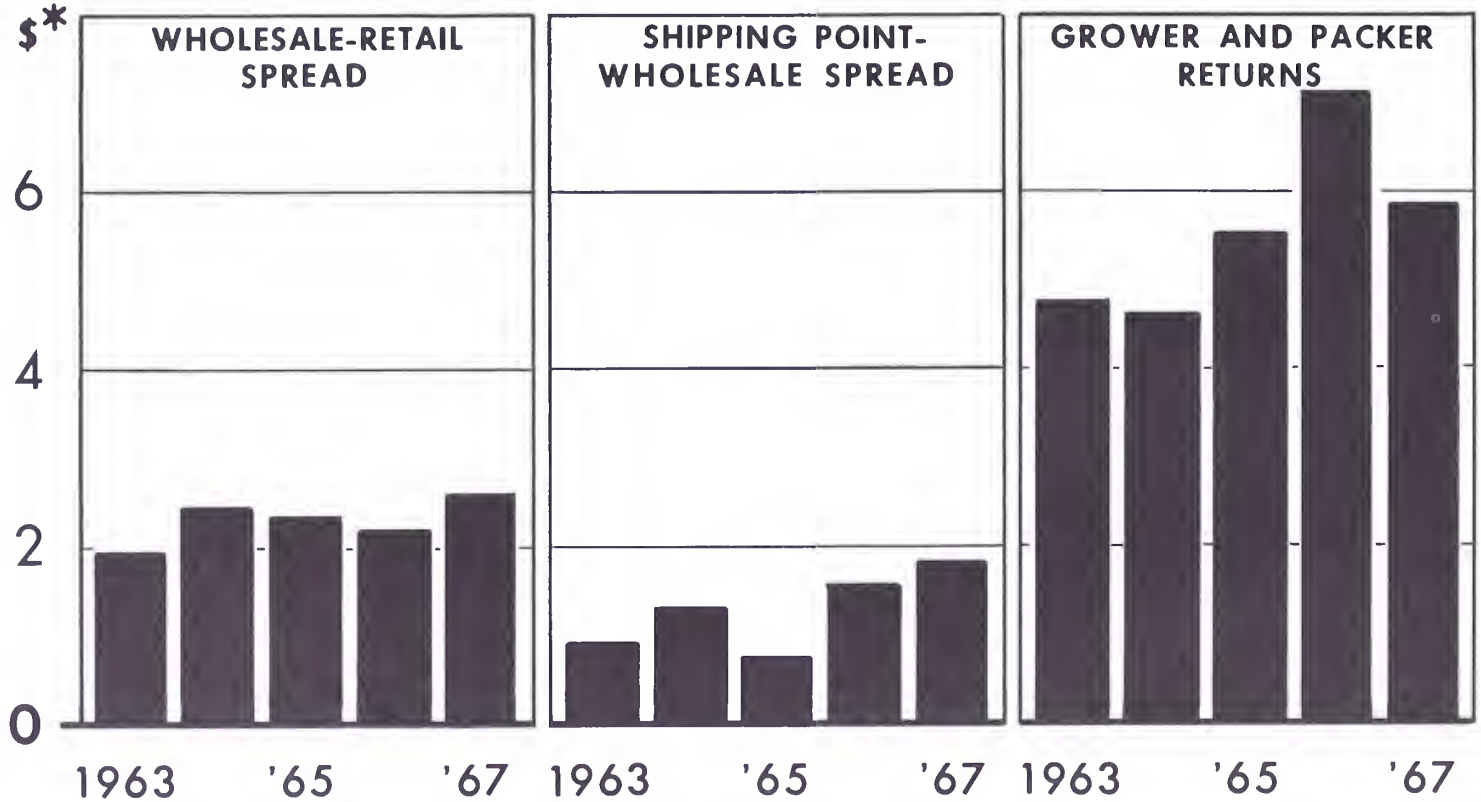
Market	1963	1964	1965	1966	1967
	Cents per pound				
United States 2/	---	32.0	33.1	39.0	40.0
New York City 3/	---	29.9	31.2	41.8	39.0
Seattle 3/	25.9	26.2	29.0	30.8	29.5

1/ 3-month weighted average (April-June).
2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads.
3/ BLS city monthly prices weighted by city's monthly unloads.

Seasonal Average Spreads

ASPARAGUS

New York City and Seattle



SEASON: APRIL TO JUNE

**DOLLARS PER 30-POUND PYRAMID CRATE, U.S. NO. 1, LARGE.*

U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7524-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 1

Table 3.--Asparagus: Value, price, and spread per crate, and grower and packer return and spread as a percentage of retail value, New York City, by months and season, 1964-67 1/

Item	Apr.	May	June	Season avg.	Spreads	Apr.	May	June	Season avg.
Value and price	Dollars					Dollars			
Retail value 2/					Wholesale-retail				
1964	9.04	8.84	7.11	8.50	1964	1.79	2.59	3.76	2.58
1965	8.17	8.97	8.92	8.69	1965	1.67	2.47	3.17	2.35
1966	11.38	12.67	9.83	11.41	1966	2.88	1.27	3.58	2.42
1967	10.95	9.96	10.29	10.65	1967	1.70	3.21	4.79	2.90
Wholesale price 3/					Shipping point-wholesale				
1964	7.25	6.25	3.35	5.92	1964	2.45	1.01	.53	1.42
1965	6.50	6.50	5.75	6.34	1965	1.18	.51	.91	.82
1966	8.50	11.40	6.25	8.99	1966	1.80	2.32	.75	1.67
1967	9.25	6.75	5.50	7.75	1967	3.63	1.25	-.34	2.06
Shipping point (f.o.b.) price 4/					Wholesale-retail as a percentage of retail value	Percent			
1964	5/4.80	5.24	2.82	4.50	1964	20	29	53	30
1965	5/5.32	5.99	4.84	5.52	1965	21	27	36	27
1966	5/6.70	9.08	5.50	7.32	1966	25	10	36	21
1967	5/5.62	5/5.50	5.84	5.69	1967	16	32	47	27
Grower and packer share of retail value	Percent				Shipping point-wholesale as a percentage of retail value				
1964	53	59	40	53	1964	27	12	7	17
1965	65	67	54	64	1965	14	6	10	9
1966	59	72	56	64	1966	16	18	8	15
1967	51	55	57	54	1967	33	13	-4	19

1/ U.S. No.1, large size, 30 pounds net weight per pyramid crate.
2/ Returns to retailer for salable asparagus (allowance for loss gradually increased from 3.3 percent in 1963 to 9.0 percent in 1966 and 1967).
3/ Origin same as shipping point.
4/ New Jersey, except as indicated.
5/ California.

Table 4.--Asparagus: Value, price and spread per crate, and grower and packer return and spread as a percentage of retail value, Seattle, by months and season, 1963-67 1/

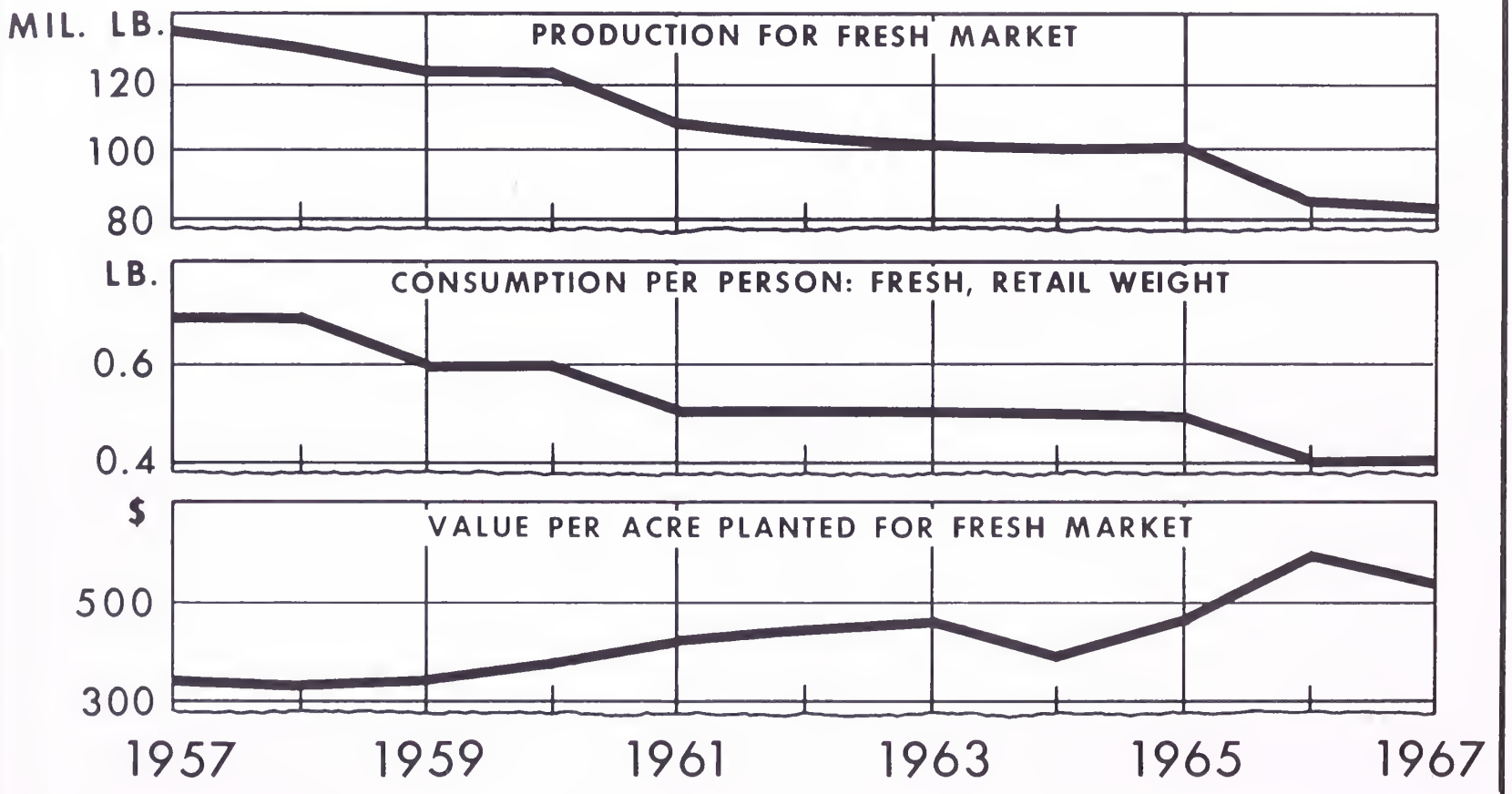
Item	Apr.	May	June	Season avg.
Value and price	Dollars			
Retail value 2/				
1963	7.11	7.66	7.95	7.53
1964	7.57	7.45	7.25	7.44
1965	7.41	8.00	8.61	8.09
1966	9.23	8.08	8.08	8.40
1967	8.08	7.70	8.08	8.05
Wholesale price 3/				
1963	5.50	5.75	5.70	5.65
1964	6.00	5.80	5.30	5.74
1965	6.25	6.00	6.20	6.13
1966	7.15	6.95	6.85	6.98
1967	6.67	7.45	7.15	6.95
Shipping point (f.o.b.) price 4/				
1963	5/4.35	4.95	4.95	4.74
1964	5/4.80	4.95	4.65	4.82
1965	5/5.32	5.30	5.15	5.25
1966	5/6.70	6.15	6.00	6.26
1967	5/5.62	5/5.50	6.30	5.91
Grower and packer share of retail value	Percent			
1963	61	65	63	63
1964	63	67	64	65
1965	72	66	60	65
1966	73	76	74	74
1967	70	72	78	73

Spreads	Apr.	May	June	Season avg.
	Dollars			
Wholesale-retail				
1963	1.61	1.91	2.25	1.88
1964	1.57	1.65	1.95	1.70
1965	1.16	2.00	2.41	1.96
1966	2.08	1.13	1.23	1.42
1967	1.41	.25	.93	1.10
Shipping point-wholesale				
1963	1.15	.80	.75	.91
1964	1.20	.85	.65	.92
1965	.93	.70	1.05	.88
1966	.45	.80	.85	.72
1967	1.05	1.95	.85	1.04
Wholesale-retail as a percentage of retail value	Percent			
1963	23	25	28	25
1964	21	22	27	23
1965	16	25	28	24
1966	22	14	15	17
1967	17	3	12	14
Shipping point-wholesale as a percentage of retail value				
1963	16	10	9	12
1964	16	11	9	12
1965	12	9	12	11
1966	5	10	11	9
1967	13	25	10	13

1/ U.S. No.1, large size, 30 pounds net weight per pyramid crate. 2/ Returns to retailer for salable asparagus (allowance for loss gradually increased from 3.3 percent in 1963 to 9.0 percent in 1966 and 1967. 3/ Origin same as shipping point. 4/ Washington, except as indicated. 5/ California.

ASPARAGUS

U.S. Production, Consumption, and Value Per Acre



U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7525-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 2

CABBAGE

Production Areas and Markets

Two important markets were selected for pricing—Boston in the East and Chicago in the Midwest. Because cabbage is grown commercially in many States, more than one production area was often represented in these markets. In this event, prices were used for cabbage from the production area that resulted in the best matching of prices and commodity specifications between shipping point and wholesale. Generally, major areas were selected by this procedure (table 5).

Prices are for domestic round or Danish types of cabbage almost exclusively. No red cabbage was priced.

In Boston, during the first part of the season—October through December—cabbage from eastern production areas such as New York and New Jersey was priced. For the next 5 months, prices were on cabbage from Florida. During the last 2 months of the season—June and July—Virginia and New Jersey cabbage was priced.

Cabbage priced in Chicago during October and November was from the East, mostly New York. From December through April, prices were mainly on cabbage from Texas. During May, cabbage from Florida was priced. The season ended with prices on supplies from Virginia in June and from New Jersey in July.

Prices

Seasonal average retail prices are shown for the United States in the 1962/63 through 1966/67 seasons and for Boston and Chicago from 1963/64 (table 6). Monthly prices are shown for Boston and Chicago from 1963/64 (tables 7 and 8). The U.S. cabbage price dropped from 10.8 cents a pound in 1962/63 to 10.2 cents the following season and then increased in each of the next three seasons to 12.0 cents by 1966/67, a net increase of 11 percent over the period. Season-to-season changes were relatively small, compared with those of many other vegetables.

Retail prices averaged higher in Boston than in Chicago and both markets were higher than the U.S. average. In Boston, the price increased from 11 cents a pound in 1963/64 to 13.8 cents in 1965/66 and then dropped to 12.9 cents the next season. In Chicago, prices trended upward from 10.5 cents in 1963/64 to 13.5 cents in 1966/67, an increase of nearly 29 percent.

Wholesale-Retail Spread

The seasonal two-city average wholesale-retail spread claimed well over half of the retail price in all seasons (fig. 3). This spread trended steadily upward from $2.80 per 50-pound crate in 1963/64 to $3.57 in 1966/67, an increase of nearly 28 percent.

Similarly, in both Boston and Chicago the wholesale-retail spreads trended upward during the four seasons. However, in Boston the increase was 15 percent, compared with 32 percent in Chicago (tables 9 and 10).

Shipping Point-Wholesale Spread

The seasonal two-city average shipping point-wholesale spread ranged from 13 to 16 percent of the retail cabbage price. This spread trended upward from 78 cents per 50 pounds in 1963/64 to 94 cents in 1965/66 and then dropped back to 80 cents in 1966/67 (fig. 3).

During the four seasons, this spread behaved quite differently in the two markets. In Chicago it was relatively stable, ranging from a low of 79 cents per 50 pounds to a high of 88 cents (tables 9 and 10). But in Boston the range was from 72 cents to $1.10 with considerable variation from season to season.

Grower and Packer Returns

Seasonal two-city average returns to growers and packers jumped from $1.33 per 50 pounds in 1963/64 to $1.79 the following season, and then remained essentially unchanged for the next two seasons (fig. 3). In effect, growers and packers received a large share (more than two-thirds) of the retail price increase in 1964/65, but practically none of the retail price rises of the following two seasons. Consequently, although the growers' and packers' share increased from 27 percent of the retail price in 1963/64 to 32 percent in 1964/65, two seasons later it had dropped to 29 percent.

Production, Consumption, and Value Per Acre

Annual production of cabbage for the fresh market fluctuated considerably from 1957 to 1960

and then stabilized from 1961 to 1966 with a downward trend (fig. 4). Production in 1967 increased sharply. In that 11-year period, the extremes in production occurred in consecutive years--a low of 1,809.1 million pounds in 1959, followed by a high of 2,010.5 million pounds in 1960. The increase was 11 percent.

During the same period. per capita consumption of cabbage trended irregularly downward from 9.7 pounds to 8.4 pounds in 1965. Since then there has been some increase.

The value per acre remained fairly constant from 1957 to 1961. In 1962, the value per acre climbed sharply and stayed there until 1965. A sharp increase in value per acre occurred in 1966 but most of this gain was lost in 1967.

Table 5.--Cabbage: Production for fresh market and processing, selected States and United States, 1963-67

Year	Fla.	Ill.	N. H.	N. J.	N. Y.	Tenn.	Tex.	Va.	Wis.	U.S.
	1,000 cwt.									
1962	2,682	441	48	1,012	4,026	174	1,612	441	1,824	23,073
1963	2,835	440	44	1,022	3,864	258	2,275	358	1,770	23,019
1964	2,822	408	44	953	3,580	228	2,405	365	1,764	22,084
1965	2,329	437	51	1,005	4,330	266	2,813	387	1,920	23,261
1966	3,118	380	48	1,075	3,412	260	2,430	410	1,428	21,714
1967	3,234	480	51	1,030	4,481	368	2,470	413	1,890	24,620

Table 6.--Cabbage: Seasonal average retail prices, United States and selected cities, 1962/63-1966/67 1/

Market	1962/63	1963/64	1964/65	1965/66	1966/67
	Cents per pound				
United States 2/	10.8	10.2	11.2	11.3	12.0
Boston 3/	---	11.0	12.8	13.8	12.9
Chicago 3/	---	10.5	11.7	11.7	13.5

1/ 10-month weighted average (Oct.-July).
2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads.
3/ BLS monthly prices weighted by city monthly unloads.

Table 7.--Cabbage: Value and price per crate, and grower and packer share of retail value, Boston, by months and season, 1963/64-1966/67 1/

Item	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Season avg.
Value and price						Dollars					
Retail value 2/											
1963/64	4.37	4.18	4.37	5.21	5.72	5.49	5.30	5.30	5.67	5.39	5.12
1964/65	4.79	4.65	5.12	5.63	5.95	5.77	6.00	7.07	7.16	4.79	5.96
1965/66	3.95	3.63	4.42	5.39	7.11	6.74	7.39	6.98	5.81	5.77	6.41
1966/67	5.16	5.63	6.46	6.84	6.09	5.91	5.77	5.67	6.23	6.14	5.98
Wholesale price 3/											
1963/64	1.00	1.00	2.00	3.50	2.88	2.25	1.92	2.25	3.12	2.00	2.10
1964/65	2.12	2.25	2.00	2.25	3.12	2.50	3.00	3.88	2.38	1.50	2.61
1965/66	2.00	2.00	2.50	2.50	4.50	2.88	3.35	3.38	2.12	1.88	3.04
1966/67	4/2.50	4/2.38	3.12	2.50	2.75	2.50	2.38	2.88	2.38	2.00	2.52
Shipping point (f.o.b.) price 5/											
1963/64	6/.92	6/.86	6/.92	1.69	1.75	1.40	1.12	1.47	1.84	7/1.52	1.24
1964/65	6/1.70	6/1.29	6/1.76	1.78	1.26	1.50	1.38	3.15	8/2.22	7/1.00	1.86
1965/66	7/1.16	7/1.20	9/1.36	1.25	3.00	1.62	1.90	2.45	8/1.88	7/1.26	1.94
1966/67	7/2.02	6/2.02	6/2.38	6/2.45	6/2.36	6/2.12	1.44	1.88	8/1.71	7/1.35	1.80
Grower and packer share of retail value						Percent					
1963/64	21	21	21	32	30	26	21	28	32	28	24
1964/65	35	28	34	32	21	26	23	45	31	21	31
1965/66	29	33	31	23	42	24	26	35	32	22	30
1966/67	39	36	37	36	39	36	25	33	27	22	30

1/ U.S. No.1, 50 pounds net weight per crate, domestic round or Danish types.
2/ Return to retailer for salable cabbage (7-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point, except as indicated.
4/ New Hampshire.
5/ Florida, except as indicated.
6/ New York.
7/ New Jersey.
8/ Virginia.
9/ Texas.

Table 8.--Cabbage: Value and price per crate, and grower and packer share of retail value, Chicago, by months and season, 1963/64-1966/67 1/

Item	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Season avg.
Value and price						Dollars					
Retail value 2/											
1963/64	4.14	4.05	4.65	5.77	6.04	4.88	4.93	5.16	6.04	5.02	4.86
1964/65	4.74	4.93	5.44	5.67	5.53	5.16	5.35	6.84	7.11	5.63	5.46
1965/66	4.05	4.23	4.79	5.72	7.11	6.93	6.42	6.74	6.51	5.91	5.44
1966/67	5.81	6.37	6.74	7.02	6.46	6.09	5.12	6.51	6.98	5.67	6.28
Wholesale price 3/											
1963/64	1.75	4/2.00	2.10	2.85	2.35	2.25	2.00	2.35	2.45	4/1.40	2.15
1964/65	4/2.00	5/2.75	3.00	2.40	2.85	2.50	2.65	3.88	2.88	2.50	2.60
1965/66	4/1.50	2.50	2.65	2.50	3.85	3.00	3.00	2.75	2.70	2.38	2.46
1966/67	6/2.35	6/2.25	3.25	4.00	3.10	2.65	2.25	3.25	7/2.12	2.35	2.69
Shipping point (f.o.b.) price 8/											
1963/64	---	9/.86	1.25	1.78	1.51	1.58	1.20	10/1.47	10/1.84	---	*1.36
1964/65	9/1.70	9/1.29	2.21	1.98	1.34	1.30	1.54	10/3.15	11/2.22	12/1.00	1.72
1965/66	9/.82	1.51	1.36	1.54	3.51	2.22	2.15	2.50	11/1.88	12/1.26	1.64
1966/67	12/2.02	9/2.02	2.34	2.48	1.56	1.58	1.44	10/1.88	11/1.71	12/1.35	1.82
Grower and packer share of retail value						Percent					
1963/64	--	22	27	31	25	32	24	29	31	--	28
1964/65	36	26	41	35	24	25	29	46	31	18	32
1965/66	20	36	28	27	49	32	34	37	29	21	30
1966/67	35	32	35	35	24	26	28	29	24	24	29

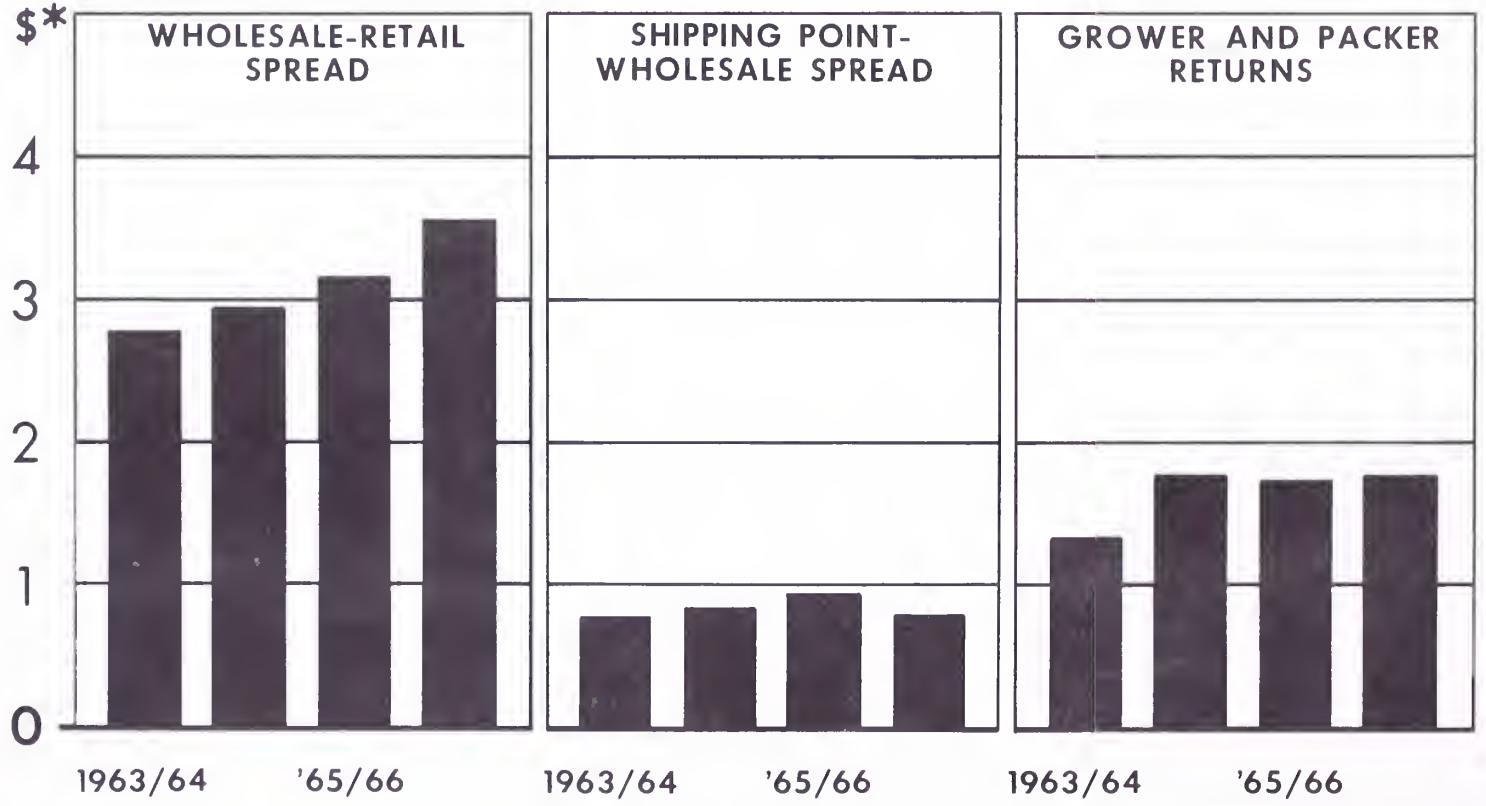
1/ U.S. No.1, 50 pounds net weight per crate, domestic round or Danish types. 2/ Returns to retailer for salable cabbage (7-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point, except as indicated. 4/ Illinois. 5/ Texas. 6/ Wisconsin. 7/ Tennessee. 8/ Texas, except as indicated. 9/ New York. 10/ Florida. 11/ Virginia. 12/ New Jersey.

* 8-month average.

Seasonal Average Spreads

CABBAGE

Boston and Chicago



SEASON: OCTOBER TO JULY

** DOLLARS PER 50 POUNDS, U.S. NO. 1 DOMESTIC ROUND OR DANISH TYPES.*

U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7526-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 3

Table 9.--Cabbage: Spread per crate and as a percentage of retail value, Boston, by months and season, 1963/64-1966/67 1/

Spreads	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Season avg.
						Dollars					
Wholesale-retail											
1963/64	3.37	3.18	2.37	1.71	2.84	3.24	3.38	3.05	2.55	3.39	3.02
1964/65	2.67	2.40	3.12	3.38	2.83	3.27	3.00	3.19	4.78	3.29	3.35
1965/66	1.95	1.63	1.92	2.89	2.61	3.86	4.04	3.60	3.69	3.89	3.37
1966/67	2.66	3.25	3.34	4.34	3.34	3.41	3.39	2.79	3.85	4.14	3.46
Shipping point-wholesale											
1963/64	.08	.14	1.08	1.81	1.13	.85	.80	.78	1.28	.48	.86
1964/65	.42	.96	.24	.47	1.86	1.00	1.62	.73	.16	.50	.75
1965/66	.84	.80	1.14	1.25	1.50	1.26	1.45	.93	.24	.62	1.10
1966/67	.48	.36	.74	.05	.39	.38	.94	1.00	.67	.65	.72
						Percent					
Wholesale-retail as a percentage of retail value											
1963/64	77	76	54	33	50	59	64	57	45	63	59
1964/65	56	51	61	60	48	57	50	45	67	69	56
1965/66	50	45	43	54	37	57	54	52	64	67	53
1966/67	52	58	52	63	55	58	59	49	62	67	58
Shipping point-wholesale as a percentage of retail value											
1963/64	2	3	25	35	20	15	15	15	23	9	17
1964/65	9	21	5	8	31	17	27	10	2	10	13
1965/66	21	22	26	23	21	19	20	13	4	11	17
1966/67	9	6	11	1	6	6	16	18	11	11	12

1/ U.S. No.1, 50 pounds net weight per crate, domestic round or Danish types.

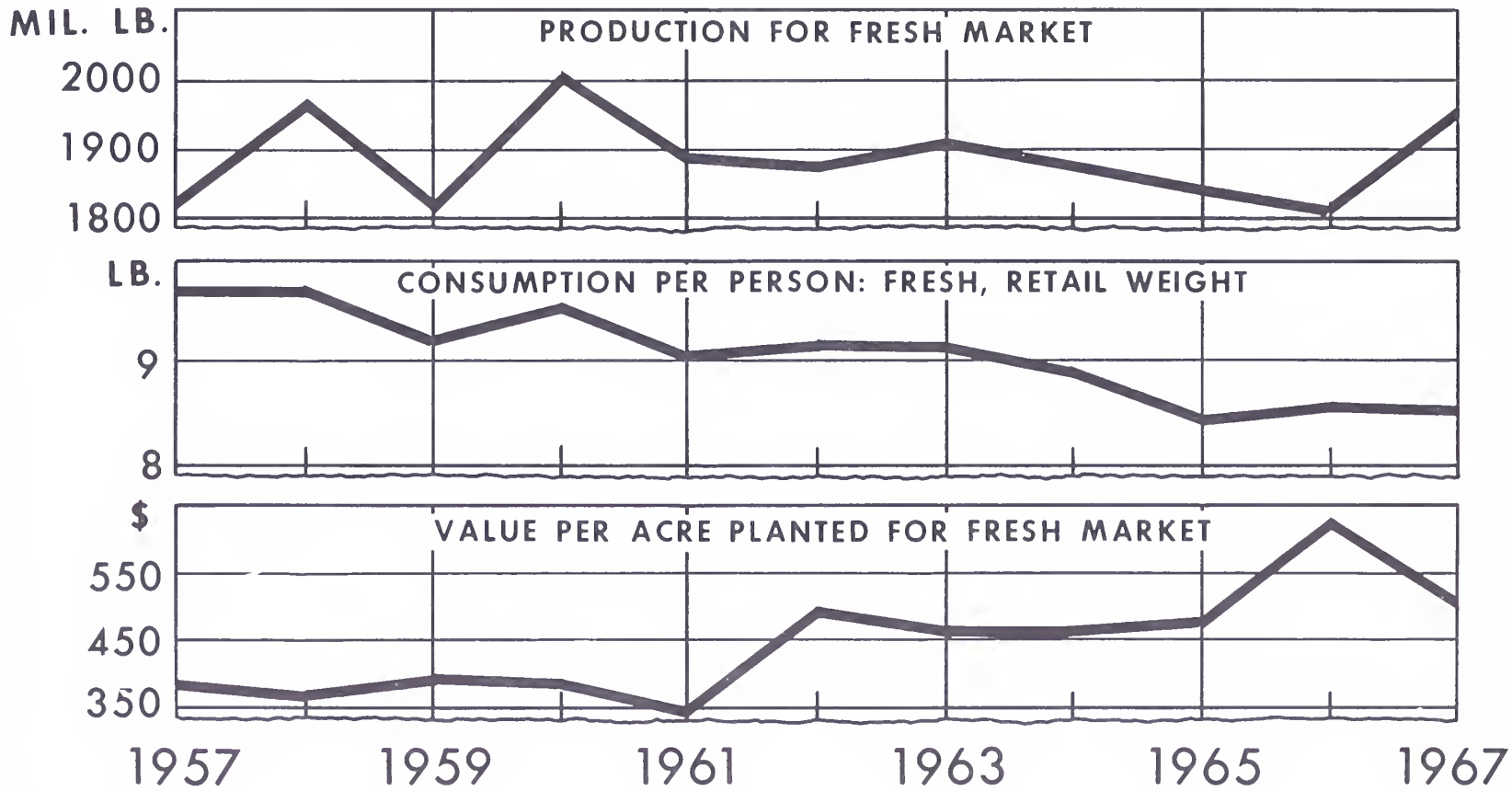
Table 10.--Cabbage: Spread per crate and as a percentage of retail value, Chicago, by months and season, 1963/64-1966/67 1/

Spreads	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Season avg.
						Dollars					
Wholesale-retail											
1963/64	2.39	2.05	2.55	2.92	3.69	2.63	2.93	2.81	3.59	3.62	2.71
1964/65	2.74	2.18	2.44	3.27	2.68	2.66	2.70	2.96	4.23	3.13	2.86
1965/66	2.55	1.73	2.14	3.22	3.26	3.93	3.42	3.99	3.81	3.53	2.98
1966/67	3.46	4.12	3.49	3.02	3.36	3.44	2.87	3.26	4.86	3.32	3.59
Shipping point-wholesale											
1963/64	---	1.14	.85	1.07	.84	.67	.80	.88	.61	---	.79
1964/65	.30	1.46	.79	.42	1.51	1.20	1.11	.73	.66	1.50	.88
1965/66	.68	.99	1.29	.96	.34	.78	.85	.25	.82	1.12	.82
1966/67	.33	.23	.91	1.52	1.54	1.07	.81	1.37	.41	1.00	.87
						Percent					
Wholesale-retail as a percentage of retail value											
1963/64	58	50	55	51	61	54	60	54	59	72	56
1964/65	58	44	45	58	49	52	50	43	60	55	52
1965/66	63	41	45	56	46	57	53	59	58	60	55
1966/67	59	64	52	43	52	56	56	50	70	58	57
Shipping point-wholesale as a percentage of retail value											
1963/64	--	28	18	18	14	14	16	17	10	--	16
1964/65	6	30	14	7	27	23	21	11	9	27	16
1965/66	17	23	27	17	5	11	13	4	13	19	15
1966/67	6	4	13	22	24	18	16	21	6	18	14

1/ U.S. No.1, 50 pounds net weight per crate, domestic round or Danish types.

CABBAGE

U.S. Production, Consumption, and Value Per Acre



U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7527-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 4

CARROTS

Production Areas and Markets

Four markets were selected for pricing—New York City, Washington, D. C., Chicago, and Los Angeles.

In Los Angeles, only California carrots were priced. Because satisfactory price data were not available for the winter crop, a season of April through December was used. In the other three markets, prices are shown for each month of the year. From January through May, the carrots came almost entirely from Texas producing areas. During June-December, nearly all were California grown. During the 5 years covered in this study, carrot production in California and Texas ranged from 62 percent of total U.S. production in 1967 to over 67 percent in 1964 (table 11).

Prices

The U.S. annual average retail price for carrots rose from 14.8 cents a pound in 1963 to 16.5 cents in 1966, and then declined to 16.2 cents in 1967—a net increase of about 9 percent over the 5 years (table 12).

In all seasons except 1966, New York City prices averaged higher than the national average, but in Chicago, Los Angeles, and Washington, they averaged lower. The exception in 1966 was caused by unusually high prices for Texas carrots during the early months of the year (tables 13, 14, 15, and 16). Because these carrots were not priced in Los Angeles, the average price there did not increase as in the other markets where Texas carrots were priced almost exclusively during those months.

Average seasonal prices in Los Angeles, where only California carrots were priced, stabilized considerably more over the five seasons than average prices in the other markets. This stability was also typical of monthly prices in each of the five seasons in Los Angeles. Despite greater monthly price variations, no consistent seasonal pattern could be discerned in the other three markets.

Wholesale-Retail Spread

During 1963-66, the four-city average wholesale-retail spread trended downward from $3.07 to $2.88 per 48 1-pound bags (fig. 5). Then, in 1967 it rose to $3.08, 1 cent above the level of 4 years earlier. However, the season-to-season variations were not large—usually relatively less than the variations in the shipping point-wholesale spread and the grower and packer returns. This spread, as a percentage of the retail price, dropped from 47 percent in 1963 to 41 percent in 1966 and then increased to 45 percent in 1967. This spread was largest in New York City during four of the five seasons, and smallest in Washington, D. C., during four of five seasons. But no consistent relationship developed among the four reported markets as to trends or season-to-season variations in the size of the wholesale-retail spread (tables 17, 18, 19, and 20).

Shipping Point-Wholesale Spread

Average shipping point-wholesale spreads for the four-cities ranged narrowly between 72 cents and 79 cents per 48 1-pound bags during 1963-66 (fig. 5). These amounted to 11 or 12 percent of the retail value. However, in 1967 the shipping point-wholesale spread dropped sharply to 55 cents per 48 1-pound bags or about 8 percent of the retail value.

As expected, this spread averaged largest in New York City, about $1.43 per 48 1-pound bags, because of the long distance from production areas. Proximity to production areas caused this spread to average 38 cents—the smallest—in Los Angeles.

Grower and Packer Returns

Returns to growers and packers trended upward from $2.75 per 48 1-pound bags in 1963 to $3.38 in 1966 and then dropped back to $3.21 in 1967 (fig. 5). For the first 3 years of the period, the grower and packer share ranged from 42 to 44 percent of the retail value—a little less than the wholesale-retail spread. But in 1966 and 1967, the grower and packer shares increased to 48 and 47 percent—a little more than the wholesale-retail spread.

Production, Consumption, and Value Per Acre

From 1957 through 1964, carrot production for fresh and processed markets fluctuated considerably. The smallest volume was 1,509.3 million pounds in 1957 and the largest 1,833.5 million pounds in 1960. After the 1,758.8 million

pounds produced in 1965, there was only a slight downward trend through 1967 (fig. 6). During the same period, annual per capita consumption of fresh carrots also fluctuated considerably, from 7 pounds in 1960 to 6.3 pounds in 1966.

The annual value of the carrot crop per planted acre also varied greatly after 1957. The lowest was $545 which accompanied the very large plantings of 1963. Subsequently, value per acre rose steadily to more than $830 in 1966-67.

Table 11.--Carrots: Production for fresh market and processing, selected States and United States, 1963-67

Year	California	Texas	United States
	1,000 cwt.		
1963	6,477	5,610	18,015
1964	5,671	5,275	16,215
1965	6,330	5,240	17,588
1966	6,830	4,070	17,386
1967	6,338	4,479	17,321

Table 12.--Carrots: Seasonal average retail prices, United States and selected cities, 1963-67

Market	1963	1964	1965	1966	1967
	Cents per pound				
United States 1/	14.8	15.0	15.2	16.5	16.2
Chicago 2/	13.6	13.5	13.9	16.8	15.2
Los Angeles 3/	13.6	13.8	13.5	13.8	14.0
New York City 2/	15.4	15.4	15.8	17.5	16.7
Washington, D.C. 2/	13.1	12.8	13.8	16.6	13.3

1/ BLS U.S. monthly prices, January-December, weighted by 41 cities' monthly unloads.

2/ BLS city monthly prices, January-December, weighted by city monthly unloads.

3/ BLS Los Angeles monthly prices, April-December, weighted by Los Angeles monthly unloads.

Table 13.--Carrots: Value and price per 48 1-pound bags, and grower and packer share of retail value, Chicago, by months and season, 1963-67 1/

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
Value and price							Dollars						
Retail value 2/													
1963	6.62	6.29	5.82	5.64	6.33	6.38	7.17	6.80	6.57	6.52	6.65	6.65	6.33
1964	7.22	6.52	5.96	5.31	6.33	6.33	6.80	6.65	6.70	6.57	6.52	6.65	6.28
1965	6.65	5.59	5.82	6.05	6.38	7.73	8.01	8.05	6.89	7.27	6.47	6.19	*6.49
1966	6.65	7.96	8.10	7.12	8.05	8.89	8.85	8.52	6.47	6.85	6.65	6.89	7.81
1967	6.94	6.70	6.65	6.57	7.03	7.40	7.22	8.10	7.27	7.96	8.98	10.06	*7.07
Wholesale price 3/													
1963	3.60	3.15	2.85	2.60	3.25	3.15	4.00	4.35	4.25	4.50	5.00	5.25	3.50
1964	4.00	3.15	2.65	2.50	2.60	4.75	3.85	4.75	5.10	5.25	5.50	5.50	3.40
1965	3.40	3.00	2.50	2.85	2.85	5.00	5.50	5.50	4.75	4.75	4.75	4/3.00	*3.52
1966	3.75	4.75	4.15	3.75	4.40	5.88	5.65	5.25	5.00	4.50	4.35	4.50	4.55
1967	3.10	3.10	2.75	2.75	3.00	4.00	4.50	5.75	4.65	6.00	7.00	4/6.50	*3.71
Shipping point (f.o.b.) price 5/													
1963	4/2.78	4/2.22	4/1.88	4/1.82	4/2.36	4/2.44	2.75	2.75	2.75	3.00	3.20	3.25	2.40
1964	4/3.12	4/2.26	4/1.84	4/1.64	4/1.82	3.30	2.60	2.85	3.20	3.35	3.35	3.35	2.34
1965	4/2.80	4/2.15	4/1.80	4/2.02	4/1.98	3.65	3.50	3.50	3.00	3.00	3.00	---	*2.48
1966	4/3.04	4/3.80	4/3.22	4/3.00	4/3.70	6/4.00	3.50	3.25	3.00	3.00	3.00	3.05	3.36
1967	4/2.66	4/2.25	4/2.00	4/1.98	4/2.42	2.85	3.00	4.00	3.25	4.00	5.00	---	*2.67
Grower and packer share of retail value							Percent						
1963	42	35	32	32	37	38	38	40	42	46	48	49	38
1964	43	35	31	31	29	52	38	42	48	51	51	51	37
1965	42	39	31	33	31	47	44	43	44	41	46	--	*38
1966	46	48	40	42	46	45	40	38	46	44	45	44	43
1967	38	33	30	30	35	38	41	49	45	50	56	--	*38

1/ U.S. No.1.
2/ Returns to retailer for salable carrots (3-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point except as indicated.
4/ Texas.
5/ California, except as indicated.
6/ Arizona.

* 11-month average.

Table 14.--Carrots: Value and price per 48 1-pound bags, and grower and packer share of retail value, Los Angeles, by months and season, 1963-67 1/

Item	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
Value and price					Dollars					
Retail value 2/										
1963	6.38	6.10	6.52	6.42	6.00	6.47	6.42	6.47	6.47	6.35
1964	6.24	6.33	6.19	6.15	6.47	6.47	6.62	6.62	6.47	*6.41
1965	6.00	6.15	6.42	6.42	6.62	6.38	6.24	6.00	6.24	*6.28
1966	6.33	6.57	6.65	6.52	6.38	6.29	6.24	6.24	6.47	6.41
1967	6.29	6.47	6.33	5.72	6.29	6.57	6.75	8.05	8.89	*6.50
Wholesale price 3/										
1963	2.88	3.00	3.38	3.12	3.00	3.00	3.42	3.38	3.38	3.16
1964	2.88	2.88	3.88	3.12	3.25	3.62	3.50	3.38	3.95	*3.45
1965	2.88	2.88	3.70	3.88	3.88	3.38	3.50	3.50	3.25	*3.45
1966	3.88	3.88	4.75	3.75	3.62	3.58	4.00	3.70	3.70	3.88
1967	3.38	3.38	3.38	3.38	3.25	3.50	4.12	5.38	6.38	*3.66
Shipping point (f.o.b.) price 4/										
1963	2.55	2.75	2.75	2.75	2.75	2.75	3.00	3.20	3.25	2.84
1964	---	2.42	3.30	2.60	2.85	3.20	3.35	3.35	3.35	*3.05
1965	2.45	2.42	3.65	3.50	3.50	3.00	3.00	3.00	---	*3.07
1966	3.35	4.12	3.85	3.50	3.25	3.00	3.00	3.00	3.05	3.36
1967	2.55	3.04	2.85	3.00	4.00	3.25	4.00	5.00	---	*3.40
Grower and packer share of retail value					Percent					
1963	40	45	42	43	46	42	47	49	50	45
1964	--	38	53	42	44	49	51	51	52	*48
1965	41	39	57	54	53	47	48	50	--	*49
1966	53	63	58	54	51	48	48	48	47	52
1967	41	47	45	52	64	49	59	62	--	*52

1/ U.S. No.1. 2/ Returns to retailer for salable carrots (3-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ California.

* 8-month average.

Table 15.--Carrots: Value and price per 48 1-pound bags, and grower and packer share of retail value, New York City, by months and season, 1963-67 1/

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
Value and price							Dollars						
Retail value 2/													
1963	7.31	6.98	6.52	6.47	6.98	7.59	7.78	7.63	7.17	7.27	7.35	7.55	7.19
1964	8.10	6.89	6.52	6.62	6.52	7.35	7.40	7.59	7.63	7.08	7.31	7.92	7.16
1965	7.55	6.89	6.47	6.70	6.52	8.28	8.94	8.89	6.80	7.12	6.98	7.40	*7.33
1966	7.73	8.66	8.25	7.59	8.48	9.45	8.71	8.33	7.27	7.27	7.45	7.50	8.16
1967	7.63	7.40	6.89	6.75	7.12	8.28	8.28	8.52	7.63	8.10	8.71	10.06	*7.76
Wholesale price 3/													
1963	4.00	3.12	3.00	3.85	3.00	3.25	4.56	4.25	4.65	5.00	4.88	5.15	4.11
1964	4.50	3.45	2.90	2.75	2.75	3.75	3.85	4.90	4.75	5.35	5.00	5.65	3.92
1965	3.75	3.35	2.85	3.15	3.25	5.75	6.25	5.50	4.65	5.00	4.75	4/3.50	*4.21
1966	3.75	5.37	4.40	4.40	4.50	6.00	5.00	5.25	4.50	4.50	4.15	4.65	4.76
1967	3.00	3.40	3.00	2.50	3.10	4.38	4.12	5.65	5.50	6.50	6.50	4/6.75	*4.15
Shipping point (f.o.b.) price 5/													
1963	4/2.78	4/2.22	4/1.88	4/1.82	4/2.36	4/2.44	2.75	2.75	2.75	3.00	3.20	3.25	2.59
1964	4/3.12	4/2.26	4/1.84	4/1.64	4/1.82	4/3.12	2.60	2.85	3.20	3.35	3.35	3.35	2.52
1965	4/2.80	4/2.15	4/1.80	4/2.02	4/1.98	3.65	3.50	3.50	3.00	3.00	3.00	---	*2.66
1966	4/3.04	4/3.80	4/3.22	4/3.00	4/3.70	3.85	3.50	3.25	3.00	3.00	3.00	3.05	3.32
1967	4/2.66	4/2.25	4/2.00	4/1.98	4/2.42	2.85	3.00	4.00	3.25	4.00	5.00	---	*2.91
Grower and packer share of retail value							Percent						
1963	38	32	29	28	34	32	35	36	38	41	43	43	36
1964	39	33	28	25	28	42	35	38	42	47	46	42	35
1965	37	31	28	30	30	44	39	39	44	42	43	--	*36
1966	39	44	39	40	44	41	40	39	41	41	40	41	41
1967	35	30	29	29	34	34	36	47	43	49	58	--	*37

1/ U.S. No.1.
2/ Returns to retailer for salable carrots (3-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point except as indicated.
4/ Texas.
5/ California, except as indicated.

* 11-month average.

Table 16.--Carrots: Value and price per 48 1-pound bags, and grower and packer share of retail value, Washington, D.C., by months and season, 1963-67 1/

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
Value and price						Dollars							
Retail value 2/													
1963	5.87	5.45	5.22	4.70	5.68	6.38	6.62	6.52	6.70	6.75	6.52	6.52	6.12
1964	6.57	6.10	5.17	4.89	5.82	6.05	6.89	6.65	6.65	6.65	6.65	6.65	5.95
1965	6.65	6.70	6.24	5.40	5.59	7.31	7.31	7.31	6.70	6.47	5.59	6.05	*6.44
1966	6.05	8.05	7.59	7.12	8.05	8.52	8.28	7.82	6.85	7.08	5.92	5.92	**7.74
1967	5.92	6.15	5.72	6.15	6.15	6.15	6.15	7.35	6.33	6.33	7.82	8.10	***6.21
Wholesale price 3/													
1963	4.00	3.37	3.12	3.00	3.12	3.80	4.13	3.60	3.80	3.10	4.00	3.65	3.70
1964	4.00	3.35	2.75	3.10	2.75	4.50	3.75	4.00	4.50	4.90	3.50	4.10	3.46
1965	3.85	3.35	3.15	3.00	2.75	4.60	5.00	5.00	3.25	3.25	4.00	4/3.00	*3.64
1966	3.63	5.12	3.87	3.40	4.37	5.38	4.62	4.35	---	---	---	3.12	**4.36
1967	---	2.75	2.88	---	3.12	3.50	3.38	5.12	3.38	3.62	---	4/5.75	***3.44
Shipping point (f.o.b.) price 5/													
1963	4/2.78	4/2.22	2.75	2.55	2.75	2.75	2.75	2.75	2.75	4/2.70	3.20	4/2.74	2.64
1964	4/3.12	4/2.26	4/1.84	4/1.64	4/1.82	3.30	2.60	2.85	3.20	3.35	3.35	3.35	2.38
1965	4/2.80	4/2.15	4/1.80	4/2.02	4/1.98	3.65	3.50	3.50	3.00	3.00	3.00	---	*2.53
1966	4/3.04	4/3.80	4/3.22	4/3.00	4/3.70	3.85	3.50	3.25	3.00	3.00	3.00	3.05	**3.42
1967	4/2.66	6/2.10	4/2.00	4/1.98	4/2.42	2.85	3.00	4.00	3.25	4.00	5.00	---	***2.78
Grower and packer share of retail value						Percent							
1963	47	41	53	54	48	43	41	42	41	40	49	42	43
1964	48	37	35	33	31	54	38	43	48	51	51	51	40
1965	42	32	29	37	35	50	48	48	45	46	54	--	*39
1966	50	47	42	42	46	45	42	42	--	--	--	52	**44
1967	45	34	35	32	40	46	49	55	51	63	64	--	***45

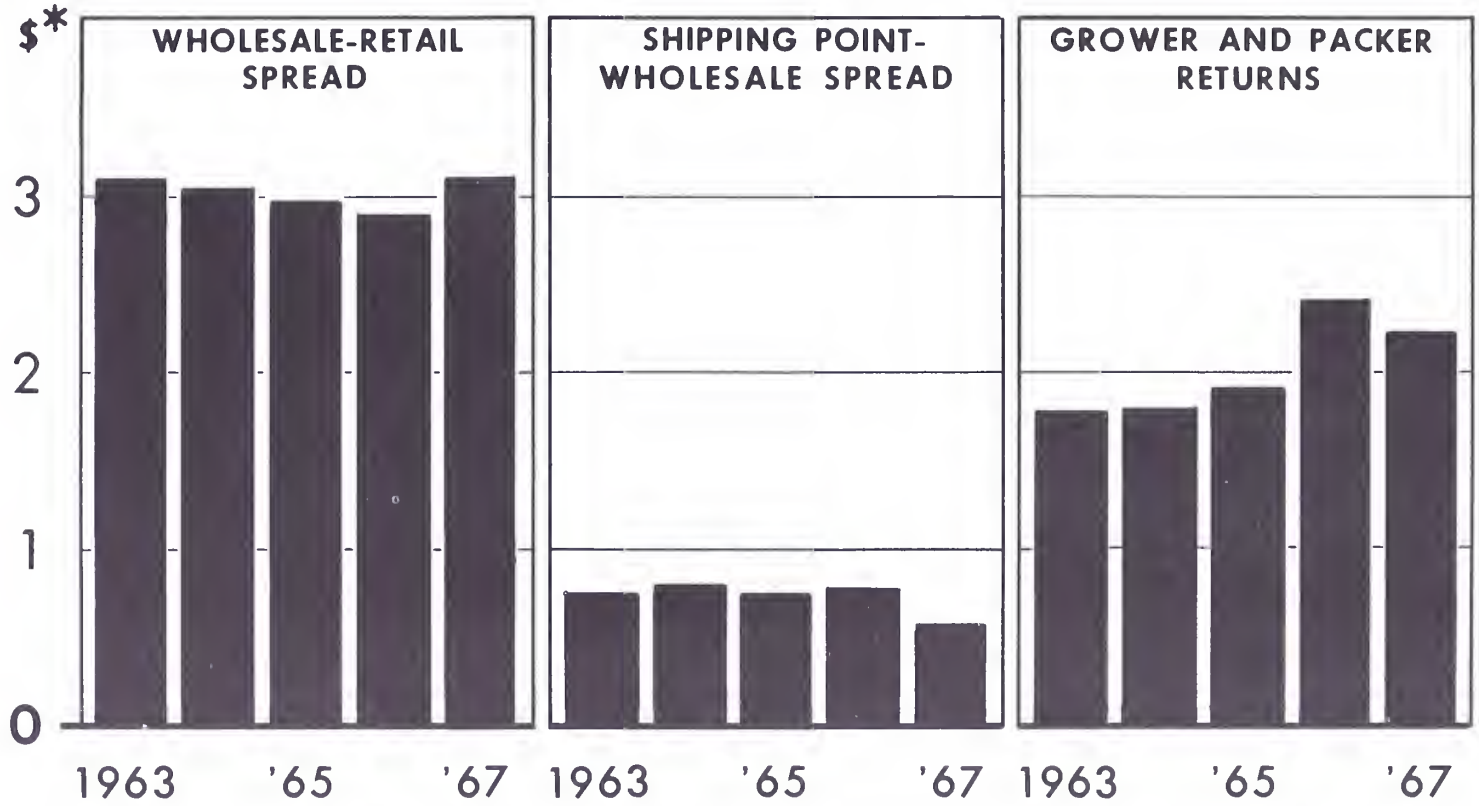
1/ U.S. No.1.
2/ Returns to retailer for salable carrots (3-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point.
4/ Texas.
5/ California, except as indicated.
6/ Florida.

* 11-month average.
** 9-month average.
*** 8-month average.

Seasonal Average Spreads

CARROTS

Chicago, Los Angeles, New York City, and Washington, D.C.



*PER 48-POUND BAG. △EXCEPT APRIL TO DECEMBER IN LOS ANGELES.

U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7528-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 5

Table 17.--Carrots: Spread per 48 1-pound bags and as a percentage of retail value, Chicago, by months and season, 1963-67 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
						Dollars							
Wholesale-retail													
1963	3.02	3.14	2.97	3.04	3.08	3.23	3.17	2.45	2.32	2.02	1.65	1.40	2.83
1964	3.22	3.37	3.31	2.81	3.73	1.58	2.95	1.90	1.60	1.32	1.02	1.15	2.88
1965	3.25	2.59	3.32	3.20	3.53	2.73	2.51	2.55	2.14	2.52	1.72	3.19	*2.97
1966	2.90	3.21	3.95	3.37	3.65	3.01	3.20	3.27	1.47	2.35	2.30	2.39	3.26
1967	3.84	3.60	3.90	3.82	4.03	3.40	2.72	2.35	2.62	1.96	1.98	3.56	*3.36
Shipping point-wholesale													
1963	.82	.93	.97	.78	.89	.71	1.25	1.60	1.50	1.50	1.80	2.00	1.10
1964	.88	.89	.81	.86	.78	1.45	1.25	1.90	1.90	1.90	2.15	2.15	1.06
1965	.60	.85	.70	.83	.87	1.35	2.00	2.00	1.75	1.75	1.75	---	*1.04
1966	.71	.95	.93	.75	.70	1.88	2.15	2.00	2.00	1.50	1.35	1.45	1.19
1967	.44	.85	.75	.77	.58	1.15	1.50	1.75	1.40	2.00	2.00	---	*1.04
						Percent							
Wholesale-retail as a percentage of retail value													
1963	46	50	51	54	49	51	44	36	35	31	25	21	45
1964	45	52	55	53	59	25	44	29	24	20	16	17	46
1965	49	46	57	53	55	35	31	32	31	35	27	52	*46
1966	44	40	49	47	45	34	36	38	23	34	35	35	42
1967	56	54	59	58	57	46	38	29	36	25	22	35	*47
Shipping point-wholesale as a percentage of retail value													
1963	12	15	17	14	14	11	18	24	23	23	27	30	17
1964	12	13	14	16	12	23	18	29	28	29	33	32	17
1965	9	15	12	14	14	18	25	25	25	24	27	--	*16
1966	10	12	11	11	9	21	24	24	31	22	20	21	15
1967	6	13	11	12	8	16	21	22	19	25	22	--	*15

1/ U.S. No.1.

* 11-month average.

Table 18.--Carrots: Spread per 48 1-pound bags and as a percentage of retail value, Los Angeles, by months and season, 1963-67 1/

Spreads	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
					Dollars					
Wholesale-retail										
1963	3.50	3.10	3.14	3.30	3.00	3.47	3.00	3.09	3.09	3.19
1964	3.36	3.45	2.31	3.03	3.22	2.85	3.12	3.24	2.52	*2.96
1965	3.12	3.27	2.72	2.54	2.74	3.00	2.74	2.50	2.99	*2.83
1966	2.45	2.69	1.90	2.77	2.76	2.71	2.24	2.54	2.77	2.53
1967	2.91	3.09	2.95	2.34	3.04	3.07	2.63	2.67	2.51	*2.84
Shipping point-wholesale										
1963	.33	.25	.63	.37	.25	.25	.42	.18	.13	.32
1964	---	.46	.58	.52	.40	.42	.15	.03	.60	*.40
1965	.43	.46	.05	.38	.38	.38	.50	.50	---	*.38
1966	.53	-.24	.90	.25	.37	.58	1.00	.70	.65	.52
1967	.83	.34	.53	.38	-.75	.25	.12	.38	---	*.26
					Percent					
Wholesale-retail as a percentage of retail value										
1963	55	51	48	51	50	54	47	48	48	50
1964	54	55	37	49	50	44	47	49	39	*46
1965	52	53	42	40	41	47	44	42	48	*45
1966	39	41	29	42	43	43	36	41	43	40
1967	46	48	47	41	48	47	39	33	28	*44
Shipping point-wholesale as a percentage of retail value										
1963	5	4	10	6	4	4	6	3	2	5
1964	--	7	10	9	6	7	2	2/	9	*6
1965	7	8	1	6	6	6	8	8	--	*6
1966	8	-4	13	4	6	9	16	11	10	8
1967	13	5	8	7	-12	4	2	5	--	*4

1/ U.S. No.1.
2/ Less than 0.5 percent.
* 8-month average.

Table 19.--Carrots: Spread per 48 1-pound bags and as a percentage of retail value, New York City, by months and season, 1963-67 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
						Dollars							
Wholesale-retail													
1963	3.31	3.86	3.52	2.62	3.98	4.34	3.22	3.38	2.52	2.27	2.47	2.40	3.08
1964	3.60	3.44	3.62	3.87	3.77	3.60	3.55	2.69	2.88	1.73	2.31	2.27	3.24
1965	3.80	3.54	3.62	3.55	3.27	2.53	2.69	3.39	2.15	2.12	2.23	3.90	*3.12
1966	3.98	3.29	3.85	3.19	3.98	3.45	3.71	3.08	2.77	2.77	3.30	2.85	3.40
1967	4.63	4.00	3.89	4.25	4.02	3.90	4.16	2.87	2.13	1.60	2.21	3.31	*3.61
Shipping point-wholesale													
1963	1.22	.90	1.12	2.03	.64	.81	1.81	1.50	1.90	2.00	1.68	1.90	1.52
1964	1.38	1.19	1.06	1.11	.93	.63	1.25	2.05	1.55	2.00	1.65	2.30	1.40
1965	.95	1.20	1.05	1.13	1.27	2.10	2.75	2.00	1.65	2.00	1.75	---	*1.55
1966	.71	1.57	1.18	1.40	.80	2.15	1.50	2.00	1.50	1.50	1.15	1.60	1.44
1967	.34	1.15	1.00	.52	.68	1.53	1.12	1.65	2.25	2.50	1.50	---	*1.24
						Percent							
Wholesale-retail as a percentage of retail value													
1963	45	55	54	41	57	57	42	44	35	31	34	32	43
1964	44	50	56	58	58	49	48	35	38	25	32	29	45
1965	50	51	56	53	50	31	30	38	32	30	32	53	*43
1966	52	38	47	42	47	36	43	37	38	38	44	38	42
1967	61	54	56	63	56	47	50	34	28	20	25	33	*47
Shipping point-wholesale as a percentage of retail value													
1963	17	13	17	31	9	11	23	20	27	28	23	25	21
1964	17	17	16	17	14	9	17	27	20	28	22	29	20
1965	13	18	16	17	20	25	31	23	24	28	25	--	*21
1966	9	18	14	18	9	23	17	24	21	21	16	21	17
1967	4	16	15	8	10	19	14	19	29	31	17	--	*16

1/ U.S. No.1.

* 11-month average.

Table 20.--Carrots: Spread per 48 1-pound bags and as a percentage of retail value, Washington, D.C., by months and season, 1963-67 1/

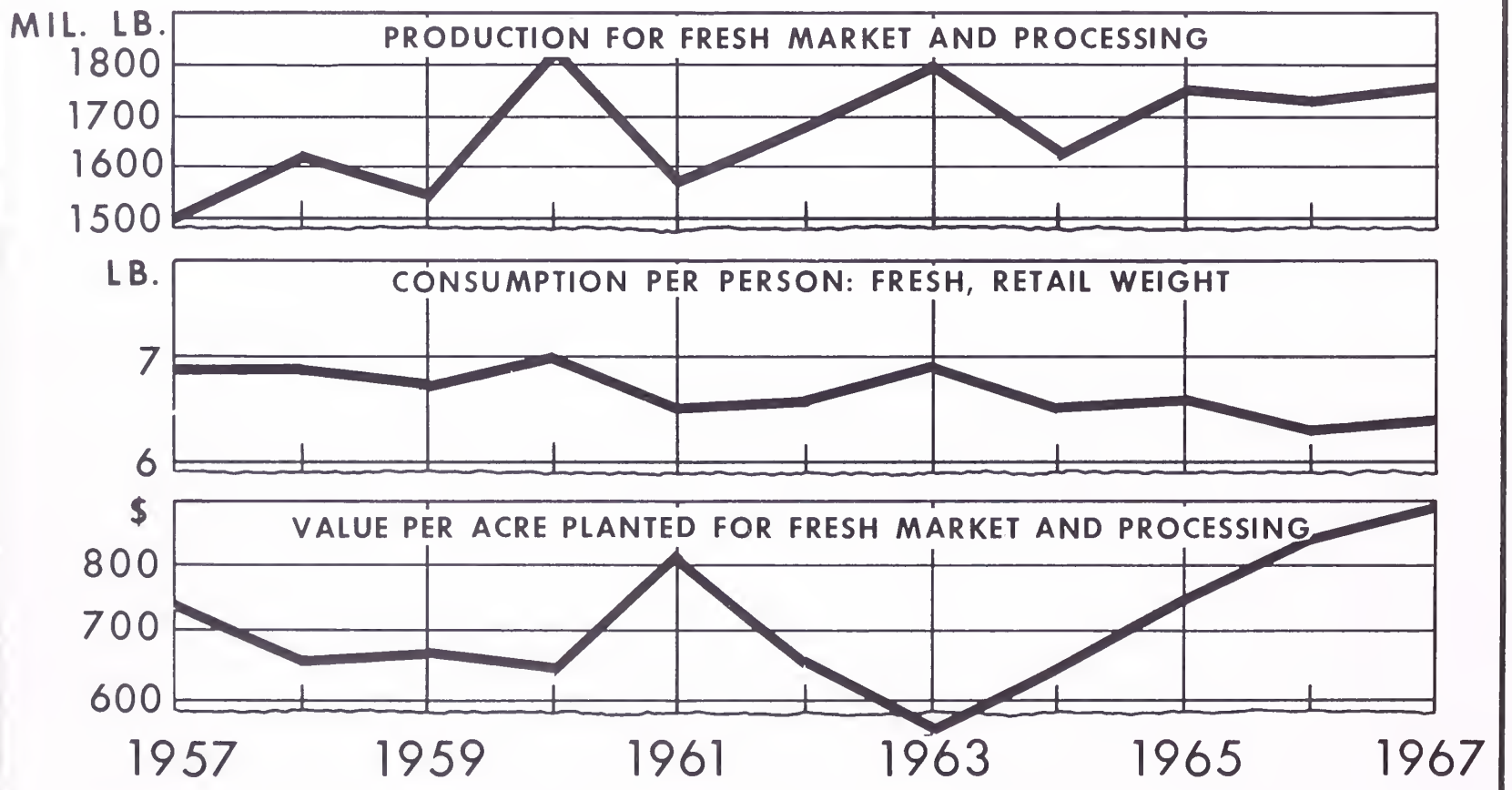
Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
							Dollars						
Wholesale-retail													
1963	1.87	2.08	2.10	1.70	2.56	2.58	2.49	2.92	2.90	3.65	2.52	2.87	2.42
1964	2.57	2.75	2.42	1.79	3.07	1.55	3.14	2.65	2.15	1.75	3.15	2.55	2.49
1965	2.80	3.35	3.09	2.40	2.84	2.71	2.31	2.31	3.45	3.22	1.59	3.05	*2.80
1966	2.42	2.93	3.72	3.72	3.68	3.14	3.66	3.47	---	---	---	2.80	**3.38
1967	---	3.40	2.84	---	3.03	2.65	2.77	2.23	2.95	2.71	---	2.35	***2.77
Shipping point-wholesale													
1963	1.22	1.15	.37	.45	.37	1.05	1.38	.85	1.05	.40	.80	.91	1.06
1964	.88	1.09	.91	1.46	.93	1.20	1.15	1.15	1.30	1.55	.15	.75	1.08
1965	1.05	1.20	1.35	.98	.77	.95	1.50	1.50	.25	.25	1.00	---	*1.11
1966	.59	1.32	.65	.40	.67	1.53	1.12	1.10	---	---	---	.07	**.94
1967	---	.65	.88	---	.70	.65	.38	1.12	.13	-.38	---	---	***.66
							Percent						
Wholesale-retail as a percentage of retail value													
1963	32	38	40	36	45	40	38	45	43	54	39	44	40
1964	39	45	47	37	53	26	45	40	32	26	47	38	42
1965	42	50	49	45	51	37	32	32	51	50	28	50	*44
1966	40	37	49	52	46	37	44	44	--	--	--	47	**44
1967	--	55	50	--	49	43	45	30	47	43	--	29	***44
Shipping point-wholesale as a percentage of retail value													
1963	21	21	7	10	7	17	21	13	16	6	12	14	17
1964	13	18	18	30	16	20	17	17	20	23	2	11	18
1965	16	18	22	18	14	13	20	20	4	4	18	--	*17
1966	10	16	9	6	8	18	14	14	--	--	--	1	**12
1967	--	11	15	--	11	11	6	15	2	-6	--	--	***11

1/ U.S. No.1.

* 11-month average.
** 9-month average.
*** 8-month average.

CARROTS

U.S. Production, Consumption, and Value Per Acre



U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7529-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 6

CELERY

Production Areas and Markets

This report deals mainly with Pascal celery from two production areas, California and Florida. Those States lead, by far, in celery production. In recent years, of the total U.S. supply, more than half was grown in California and about one-third in Florida (table 21). Because of differences between these two areas, particularly in seasons and in weights per crate, their data are reported separately, except for the U.S. average retail price.

California data are for Pascal celery in 60-pound crates sold January through December in Los Angeles.

Florida data are for Pascal celery in 52-pound crates sold December through June in Washington, D. C.

Prices

The U.S. average retail price for Pascal celery, all production areas, increased from 14 cents a pound in 1963 to 16.7 cents in 1966 and then dropped to 16.5 cents the following year. The net increase over the 5 years was nearly 18 percent (table 22). Average retail prices in Los Angeles were lower than U.S. prices each year and for the entire period averaged nearly 2 cents a pound less. Although prices fluctuated in Los Angeles, they did not exhibit a trend; in fact they were identical at the beginning and end of the period.

In Washington, D. C., the average retail price for 1963 was lower than either the U.S. or Los Angeles price, but the next year it increased sharply above the U.S. price and remained above for the rest of the period for a net increase of 29 percent.

Wholesale-Retail Spread

The wholesale-retail spread for California celery sold in Los Angeles fluctuated moderately over the 5 years like its retail price (fig. 7). This spread ranged from $3.98 to $4.37 per crate (table 25). As a percentage of the retail value, it trended downward from 59 percent in 1963 to 54 percent in 1967.

The wholesale-retail spread for Florida celery sold in Washington, D. C., displayed two sharply differing levels during the 5-season period (fig. 8 and table 26). In 1962/63 and '63/64, it was a little more than $3 a crate. Then it rose sharply and for 1964/65, '65/66, and '66/67 it was about $4.50. As a percentage of the retail price it fluctuated greatly, from 42 percent in 1963/64 to 54 percent in '64/65 and '66/67.

On a per pound basis the retail price for Florida celery in Washington was always higher than for California celery in Los Angeles. But the wholesale-retail spread for the Florida celery was about a cent smaller than the California celery for the first two seasons and about 1½ cents larger the other three seasons.

Shipping Point-Wholesale Spread

The shipping point-wholesale spread for California celery sold in Los Angeles reflected the proximity of the production area to the market and consequent small transportation charge (fig. 7). Except for 1963 when it was 45 cents this spread was around 60 cents a crate, or 7 to 8 percent of the retail value.

The spread for Florida celery sold in Washington, D. C., fluctuated irregularly from $1.13 a crate in 1962/63 to $1.50 in '66/67 (fig. 8). As a percentage of the retail value, it ranged from 14 percent in 1964/65 to 20 percent in '63/64.

Grower and Packer Returns

Grower and packer returns for California celery fluctuated moderately in an upward trend pattern similar to its retail price (fig. 7). The net gain for the period was 22 percent. As a percentage of the retail value, the trend was steadier but less pronounced, from 35 percent in 1963 to 38 percent in 1966 and 1967.

Fluctuations in grower and packer returns for Florida celery were more irregular, although, except in 1964/65, they did follow retail price movements (fig. 8). As a percentage of retail value, there was an irregular downward trend from 35 percent to 28 percent. Grower and packer returns to Florida growers averaged less than those to California growers both in dollars per crate and as a percentage of retail value (tables 23 and 24).

Production, Consumption, and Value Per Crate

U.S. production of celery declined sharply during 1959-62 and remained at a relatively low

level until 1966 when it began an uptrend that continued through 1967 (fig. 9). However, the trend in terms of per capita consumption has been slowly downward throughout the entire period, beginning with 7.5 pounds in 1957 and ending at around 6.2 pounds in recent years.

Value per planted acre fluctuated considerably during 1957-64. The low point was $1,200 in 1959. Then, as production declined rapidly, the value rose sharply reaching $2,159 in 1962. Since 1964, relative stability has prevailed at around $2,000.

Table 21.--Celery: Production for fresh market, selected States and United States, 1963-67 1/

Year	California	Florida	United States
	1,000 cwt.		
1963	7,671	4,503	14,297
1964	7,419	4,606	14,069
1965	7,491	4,678	14,152
1966	8,301	4,945	14,827
1967	8,416	5,229	15,336

1/ Includes the small amount used in processing.

Table 22.--Celery, Pascal: Seasonal average retail prices, United States and selected cities, 1963-67 1/

Market	1963	1964	1965	1966	1967
	Cents per pound				
United States 2/	14.0	15.6	15.6	16.7	16.5
Los Angeles 3/	13.6	13.9	13.5	14.4	13.6
Washington, D. C. 3/	13.3	16.0	18.1	18.9	17.2

1/ 12-month average, January-December.
2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads.
3/ BLS city monthly prices weighted by city monthly unloads.

Table 23.--Celery, Pascal: Value and price per crate, and grower and packer share of retail value, Los Angeles, by months and season, 1963-67 1/

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
Value and price							Dollars						
Retail value 2/													
1963	7.48	7.48	6.70	5.91	6.64	6.25	7.25	6.47	6.58	6.86	6.86	6.75	6.78
1964	7.98	8.09	9.82	8.15	7.03	6.75	7.92	7.31	7.87	7.76	7.31	7.14	7.77
1965	7.64	6.81	7.31	7.20	8.20	8.04	7.59	7.20	7.42	7.98	7.59	7.81	7.56
1966	9.04	9.71	8.65	7.14	7.70	8.04	8.48	8.65	7.81	6.98	6.81	7.53	8.05
1967	7.20	6.92	6.75	6.86	7.09	7.70	8.09	8.04	7.64	7.25	9.15	8.87	7.60
Wholesale price													
1963	3.25	3.25	2.75	2.25	2.70	2.12	3.88	2.62	3.12	2.50	2.75	2.62	2.80
1964	3.50	3.25	5.12	3.00	2.38	2.88	4.25	2.62	3.75	3.12	3.50	3.12	3.40
1965	3.38	2.75	4.25	3.12	3.50	2.88	3.80	2.62	3.38	3.12	4.00	3.25	3.37
1966	4.25	4.25	3.70	2.50	4.00	4.42	4.38	4.75	3.25	2.75	3.50	2.88	3.69
1967	3.12	2.50	2.38	2.38	4.38	4.00	4.62	4.75	3.38	3.62	3.88	3.75	3.48
Shipping point (f.o.b.) price													
1963	3.12	2.72	2.66	2.05	2.50	1.94	3.15	1.65	1.92	1.66	1.72	2.09	2.35
1964	3.26	3.12	4.20	2.88	2.10	2.62	3.44	1.77	2.85	2.02	2.62	2.16	2.80
1965	2.75	2.55	4.00	2.25	2.95	2.69	3.20	2.05	2.45	2.25	3.12	2.50	2.78
1966	3.81	4.10	3.50	1.95	3.18	3.75	3.75	4.12	2.58	1.92	2.10	2.25	3.06
1967	2.58	2.45	1.98	2.14	3.38	3.94	4.48	3.40	2.25	2.50	2.92	3.05	2.88
Grower and packer share of retail value							Percent						
1963	42	36	40	35	38	31	43	25	29	24	25	31	34
1964	41	38	43	35	30	39	44	24	36	26	36	30	36
1965	36	37	55	31	36	34	42	28	33	28	41	32	37
1966	42	42	41	27	41	47	44	48	33	27	31	30	38
1967	36	35	29	31	48	51	55	42	29	35	32	34	38

1/ U.S. No. 1, 2½ dozen, California, 60 pounds net weight per crate.
2/ Returns to retailer for salable celery (7-percent allowance for loss incurred during marketing).

Table 24.--Celery, Pascal: Value and price per crate, and grower and packer share of retail value, Washington, D.C., by months and season, 1962/63-1966/67 1/

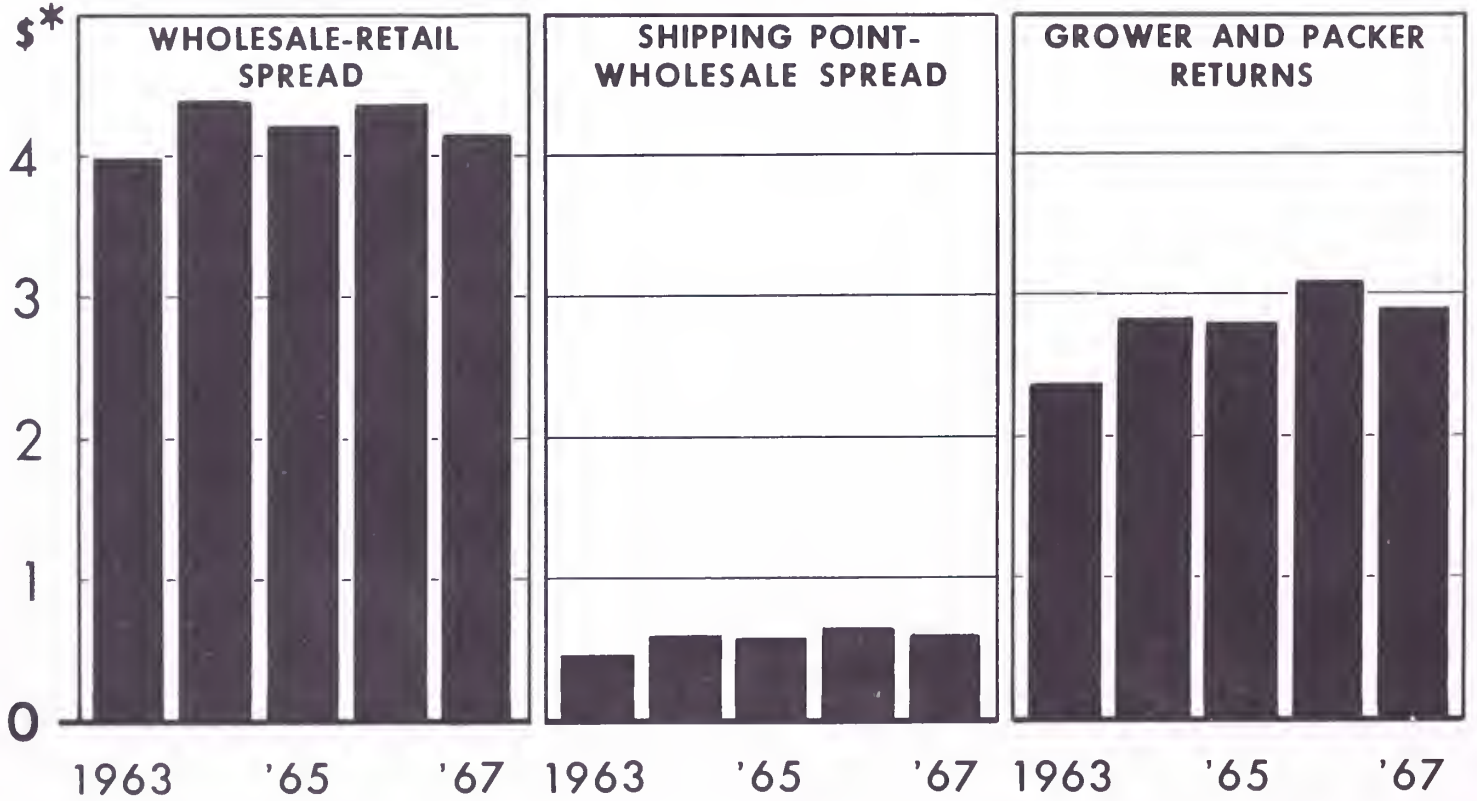
Item	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Season avg.
				Dollars				
Value and price								
Retail value 2/								
1962/63	6.14	7.06	7.11	6.86	5.76	6.14	5.76	6.42
1963/64	5.56	7.25	7.83	8.99	8.27	5.71	6.72	7.23
1964/65	7.89	7.30	8.03	9.48	8.42	8.56	9.14	8.38
1965/66	9.14	8.42	9.10	8.75	8.75	7.89	10.88	8.90
1966/67	8.51	7.98	8.17	8.17	7.50	8.17	9.91	8.30
Wholesale price								
1962/63	2.82	3.87	3.75	3.75	2.82	3.63	3.25	3.40
1963/64	3.62	4.65	4.00	6.00	4.00	3.00	3.50	4.17
1964/65	3.75	3.65	3.50	5.15	3.50	3.50	3.62	3.84
1965/66	3.90	4.62	5.62	4.50	3.25	4.00	5.50	4.45
1966/67	3.50	3.50	3.12	3.38	3.12	4.50	6.50	3.85
Shipping point (f.o.b.) price								
1962/63	1.72	3.00	2.25	2.62	2.05	2.21	1.88	2.27
1963/64	1.92	3.25	2.63	4.00	2.90	2.03	2.25	2.75
1964/65	2.62	2.38	2.42	3.45	2.12	2.38	3.12	2.64
1965/66	3.15	3.12	4.00	3.00	2.30	2.40	3.56	3.07
1966/67	1.88	2.14	2.00	2.12	1.92	2.95	3.84	2.35
				Percent				
Grower and packer share of retail value								
1962/63	28	43	32	38	36	36	33	35
1963/64	34	45	34	45	35	36	33	38
1964/65	33	33	30	36	25	28	34	32
1965/66	35	37	44	34	26	31	33	34
1966/67	22	27	24	26	26	36	39	28

1/ U.S. No. 1, 2 to 4 dozen, Florida, 52 pounds net weight per crate.
2/ Returns to retailer for salable celery (7-percent allowance for loss incurred during marketing).

Seasonal Average Spreads

CALIFORNIA CELERY

Los Angeles



SEASON: JANUARY TO DECEMBER

* *DOLLARS PER CRATE OF U.S. NO. 1, 2½ DOZEN, 60 POUNDS NET.*

U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7530-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 7

Table 25.--Celery, Pascal: Spread per crate and as a percentage of retail value, Los Angeles, by months and season, 1963-67 1/

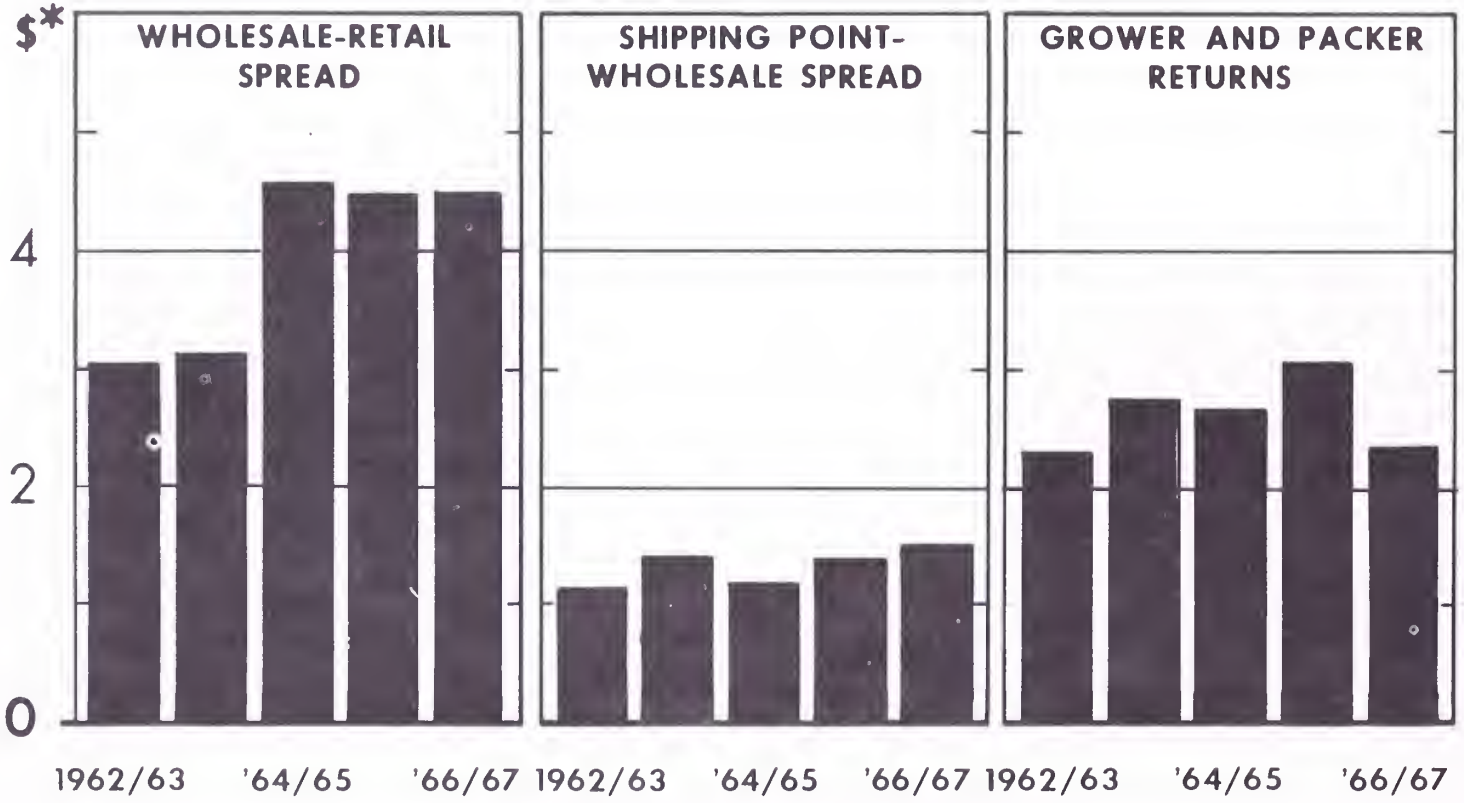
Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
						Dollars							
Wholesale-retail													
1963	4.23	4.23	3.95	3.66	3.94	4.13	3.37	3.85	3.46	4.36	4.11	4.13	3.98
1964	4.48	4.84	4.70	5.15	4.65	3.87	3.67	4.69	4.12	4.64	3.81	4.02	4.37
1965	4.26	4.06	3.06	4.08	4.70	5.16	3.79	4.58	4.04	4.86	3.59	4.56	4.19
1966	4.79	5.46	4.95	4.64	3.70	3.62	4.10	3.90	4.56	4.23	3.31	4.65	4.36
1967	4.08	4.42	4.37	4.48	2.71	3.70	3.47	3.29	4.26	3.63	5.27	5.12	4.12
Shipping point-wholesale													
1963	.13	.53	.09	.20	.20	.18	.73	.97	1.20	.84	1.03	.53	.45
1964	.24	.13	.92	.12	.28	.26	.81	.85	.90	1.10	.88	.96	.60
1965	.63	.20	.25	.87	.55	.19	.60	.57	.93	.87	.88	.75	.59
1966	.44	.15	.20	.55	.82	.67	.63	.63	.67	.83	1.40	.63	.63
1967	.54	.05	.40	.24	1.00	.06	.14	1.35	1.13	1.12	.96	.70	.60
						Percent							
Wholesale-retail as a percentage of retail value													
1963	56	57	59	62	59	66	47	60	53	64	60	61	59
1964	56	60	48	63	66	57	46	64	52	60	52	56	56
1965	56	60	42	57	57	64	50	64	54	61	47	58	55
1966	53	56	57	65	48	45	48	45	58	61	49	62	54
1967	57	64	65	65	38	48	43	41	56	50	58	58	54
Shipping point-wholesale as a percentage of retail value													
1963	2	7	1	3	3	3	10	15	18	12	15	8	7
1964	3	2	9	2	4	4	10	12	12	14	12	14	8
1965	8	3	3	12	7	2	8	8	13	11	12	10	8
1966	5	2	2	8	11	8	8	7	9	12	20	8	8
1967	7	1	6	4	14	1	2	17	15	15	10	8	8

1/ U.S. No. 1, 2½ dozen, California, 60 pounds net weight per crate.

Seasonal Average Spreads

FLORIDA CELERY

Washington, D.C.



SEASON: DECEMBER TO JUNE

* *DOLLARS PER CRATE OF U.S. NO. 1, 2-4 DOZEN, 52 POUNDS NET WEIGHT.*

U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7531-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 8

Table 26.--Celery, Pascal: Spread per crate and as a percentage of retail value, Washington, D.C., by months and season, 1962/63-1966/67 1/

Spreads	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Season avg.
				Dollars				
Wholesale-retail								
1962/63	3.32	3.19	3.36	3.11	2.94	2.51	2.51	3.02
1963/64	1.94	2.60	3.83	2.99	4.27	2.71	3.22	3.06
1964/65	4.14	3.65	4.53	4.33	4.92	5.06	5.52	4.54
1965/66	5.24	3.80	3.48	4.25	5.50	3.89	5.38	4.45
1966/67	5.01	4.48	5.05	4.79	4.38	3.67	3.41	4.45
Shipping point-wholesale								
1962/63	1.10	.87	1.50	1.13	.77	1.42	1.37	1.13
1963/64	1.70	1.40	1.37	2.00	1.10	.97	1.25	1.42
1964/65	1.13	1.27	1.08	1.70	1.38	1.12	.50	1.20
1965/66	.75	1.50	1.62	1.50	.95	1.60	1.94	1.38
1966/67	1.62	1.36	1.12	1.26	1.20	1.55	2.66	1.50
				Percent				
Wholesale-retail as a percentage of retail value								
1962/63	54	45	47	45	51	41	43	47
1963/64	35	36	49	33	52	47	48	42
1964/65	53	50	56	46	59	59	60	54
1965/66	57	45	38	49	63	49	49	50
1966/67	59	56	62	59	58	45	34	54
Shipping point-wholesale as a percentage of retail value								
1962/63	18	12	21	17	13	23	24	18
1963/64	31	19	17	22	13	17	19	20
1964/65	14	17	14	18	16	13	6	14
1965/66	8	18	18	17	11	20	18	16
1966/67	19	17	14	15	16	19	27	18

1/ U.S. No. 1, 2-4 dozen, Florida, 52 pounds net weight per crate.

CELERY

U.S. Production, Consumption, and Value Per Acre

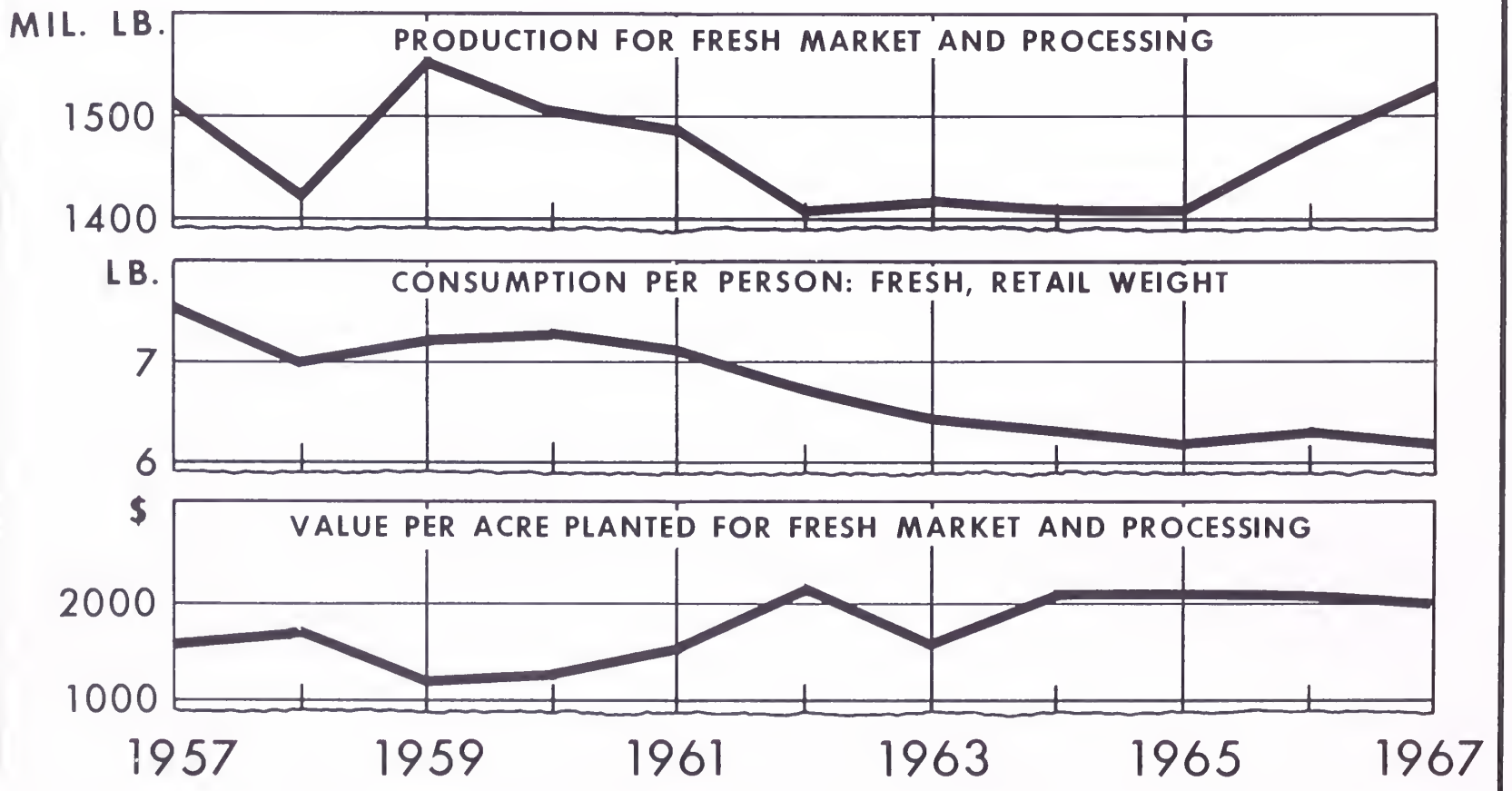


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FIGURE 9

SWEET CORN

Production Areas and Markets

Three major markets were selected for pricing: Boston, Chicago, and New York City. Although sweet corn is produced commercially in many States and is available throughout most of the year, data shown here are for the spring crop from Florida. The season is limited to April, May, June, and July. During these months most of the supplies in the three markets studied were from Florida. However, Florida also grows fall and winter crops and on an annual basis produces from one-fourth to one-third of total U.S. production (table 27).

Prices

Because U.S. average retail prices were not available for sweet corn, a weighted average price for the three markets was calculated. The price of $1.01 per dozen ears in 1963 increased to $1.23 by 1965 (table 28). The following season, it dropped to $1.18 and then in 1967 rose to a new high of $1.26. The net increase over the five seasons was 25 percent.

Despite a common supply area and therefore presumably identical f.o.b. prices, there was no consistent relationship among seasonal average retail prices for the three markets in either ranking or amount of differences. New York City had the highest prices during three seasons and Chicago and Boston during one season each. The difference from lowest to highest price in the three markets ranged from 7.8 cents to 17.6 cents per dozen ears.

Price behavior within seasons was generally similar in the three markets. As expected, prices tended to be highest in April when supplies were relatively scarce. Then, in May and June as supplies became more plentiful, prices generally declined. Finally, as supplies dwindled with the ending of the Florida season, the price once again rose (tables 29, 30, and 31).

Wholesale-Retail Spread

Seasonal average wholesale-retail spreads for the three cities trended steadily up from $1.44 per crate in 1963 to $2.07 in 1966 and then dropped to $1.75 in 1967 (fig. 10). This spread was about 30 percent of the retail price in all seasons except 1966, when it was 38 percent.

Over the five seasons, this spread, which is essentially the cost of retailing, averaged $1.85 in New York City, $1.76 in Boston, and $1.42 in Chicago (tables 32, 33, and 34). As a percentage of the retail value, this spread ranged from 23 to 31 percent in Chicago, from 27 to 40 percent in New York City, and from 25 to 43 percent in Boston. No trends were evident in the behavior of this spread of any market.

Shipping Point-Wholesale Spreads

The seasonal average shipping point-wholesale spread had relatively large season-to-season fluctuations (fig. 10). The smallest spread was 89 cents per crate in 1966 and the largest was $1.61 in 1967. As a percentage of the retail value, the range was from 16 to 28 percent.

Over the five-season period, this spread averaged largest in Chicago which is partly explained by higher transportation charges for the greater length of haul. However, this spread averaged larger in New York City than in Boston despite New York being nearer the source of supplies. Wholesaling charges comprise the other portion of this spread and they probably account for this apparent discrepancy.

Grower and Packer Returns

In all of the five seasons, three-city average grower and packer returns were the largest portion of the retail value, ranging from 41 percent in 1963 to 52 percent in 1964. In contrast to many vegetable crops, where extreme variation in these returns is typical, returns to sweet corn growers and packers were very stable. For the three seasons, 1965-67, the variation was only 1 cent.

Production, Consumption, and Returns Per Acre

A longer term view of adjustments in the sweet corn industry is shown in figure 11, where data are shown on production, consumption, and value per acre for 1957-67.

Sweet corn production moved erratically upward from 1,152.4 million pounds in 1957 to 1,334.7 million pounds in 1963. Since then, it has fluctuated widely from year to year. During the same period, per capita consumption rose from 6.9 pounds in 1957 to 7.9 pounds in 1959. From that level it declined gradually to 7.1 pounds in 1964 and since then has fluctuated sharply each season. However, value per acre has trended upward since the low of $189 in 1958 to a high of $313 in 1967—an increase of nearly 66 percent.

Table 27.--Corn, sweet: Production for fresh market, Florida and United States, 1963-67

Year	Florida		United States
	Spring	Total 1/	
	1,000 cwt.		
1963	2,970	3,967	13,347
1964	2,528	3,319	12,348
1965	2,784	3,701	13,462
1966	3,188	4,110	12,158
1967	3,144	4,698	13,147

1/ Includes winter, early spring, and fall crops.

Table 28.--Corn, sweet: Seasonal average retail prices, 3-city average and selected cities, 1963-67 1/

Market	1963	1964	1965	1966	1967
	Cents per dozen				
3 cities 2/	101.2	122.2	123.3	117.7	126.2
Boston 3/	104.0	*119.4	*118.2	118.9	113.4
Chicago 3/	96.0	127.2	119.0	107.8	122.7
New York City 3/	102.4	120.7	126.0	121.5	131.0

1/ 4-month weighted average, April-July.
2/ Average seasonal prices for Boston, Chicago, and New York City weighted by total season unloads.
3/ BLS city monthly prices weighted by city monthly unloads.

* 3-month average.

Table 29.--Corn, sweet: Value and price per crate, and grower and packer share of retail value, Boston, by months and season, 1963-67 1/

Item	Apr.	May	June	July	Season avg.
			Dollars		
Value and price					
Retail value 2/					
1963	5.38	4.86	4.37	5.21	*4.68
1964	---	5.90	5.12	5.10	*5.50
1965	---	6.27	5.06	5.17	*5.44
1966	6.75	6.07	4.89	5.27	*5.48
1967	5.90	5.12	5.04	5.61	5.21
Wholesale price 3/					
1963	---	3.50	3.25	4.12	*3.42
1964	---	3.88	3.50	3.12	*3.64
1965	5.00	4.50	3.00	2.87	*3.41
1966	5.00	3.38	2.75	4/4.13	*3.14
1967	4.88	3.88	3.62	4.00	3.88
Shipping point (f.o.b.) price 4/					
1963	2.23	2.16	1.44	1.50	*1.85
1964	3.71	3.20	2.50	2.25	*2.81
1965	3.50	3.25	1.50	5/2.47	*2.24
1966	4.30	2.90	1.72	---	*2.35
1967	2.50	2.50	2.19	3.00	2.43
			Percent		
Grower and packer share of retail value					
1963	41	44	33	29	*39
1964	--	54	49	44	*51
1965	--	52	30	48	*41
1966	64	48	35	--	*43
1967	43	49	44	53	47

1/ U.S. fancy, crate of 5 dozen ears.
2/ Returns to retailer for salable corn (8-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point.
4/ Florida, except as indicated
5/ New Jersey.

* 3-month average.

Table 30.--Corn, sweet: Value and price per crate, and grower and packer share of retail value, Chicago, by months and season, 1963-67 1/

Item	Apr.	May	June	July	Season avg.
			Dollars		
Value and price					
Retail value 2/					
1963	5.13	4.31	3.95	4.58	4.41
1964	6.29	6.68	4.62	4.57	5.85
1965	7.20	5.89	4.18	4.58	*5.52
1966	5.59	5.37	4.37	5.37	*4.93
1967	6.05	6.02	5.05	5.32	5.65
Wholesale price 3/					
1963	3.60	3.00	3.40	4.25	3.27
1964	5.65	4.10	3.75	3.00	4.07
1965	5.00	5.00	3.25	3.00	*4.26
1966	5.85	3.50	3.00	4.50	*3.39
1967	4.50	4.35	4.00	4.35	4.26
Shipping point (f.o.b.) price 4/					
1963	2.23	2.16	1.44	1.50	1.97
1964	3.71	3.20	2.50	2.25	2.97
1965	3.50	3.25	1.50	---	*2.58
1966	4.30	2.90	1.72	---	*2.44
1967	2.50	2.50	2.19	3.00	2.44
			Percent		
Grower and packer share of retail value					
1963	43	50	36	33	45
1964	59	48	54	49	51
1965	49	55	36	--	*47
1966	77	54	40	--	*50
1967	41	41	43	57	43

1/ U.S. fancy, crate of 5 dozen ears.

2/ Returns to retailer for salable corn (8-percent allowance for loss incurred during marketing).

3/ Origin same as shipping point.

4/ Florida.

* 3-month average.

Table 31.--Corn, sweet: Value and price per crate, and grower and packer share of retail value, New York City, by months and season, 1963-67 1/

Item	Apr.	May	June	July	Season avg.
			Dollars		
Value and price					
Retail value 2/					
1963	5.07	4.60	4.22	5.37	4.71
1964	7.01	5.94	4.80	5.00	5.55
1965	7.30	6.37	4.99	5.23	5.80
1966	7.28	6.00	4.84	5.74	*5.58
1967	6.57	5.98	5.81	6.33	6.03
Wholesale price 3/					
1963	3.75	3.25	2.90	2.75	3.13
1964	5.50	4.15	3.75	2.75	4.03
1965	5.00	4.65	2.85	3.87	3.84
1966	5.25	3.65	2.75	4/4.35	*3.36
1967	5.00	3.85	3.85	4.35	4.04
Shipping point (f.o.b.) price 4/					
1963	2.23	2.16	1.44	5/1.77	1.90
1964	3.71	3.20	2.50	6/2.17	2.92
1965	3.50	3.25	1.50	2.47	2.44
1966	4.30	2.90	1.72	---	*2.47
1967	2.50	2.50	2.19	3.00	2.46
Grower and packer share of retail value			Percent		
1963	44	47	34	33	40
1964	53	54	52	43	53
1965	48	51	30	47	42
1966	59	48	36	--	*44
1967	38	42	38	48	41

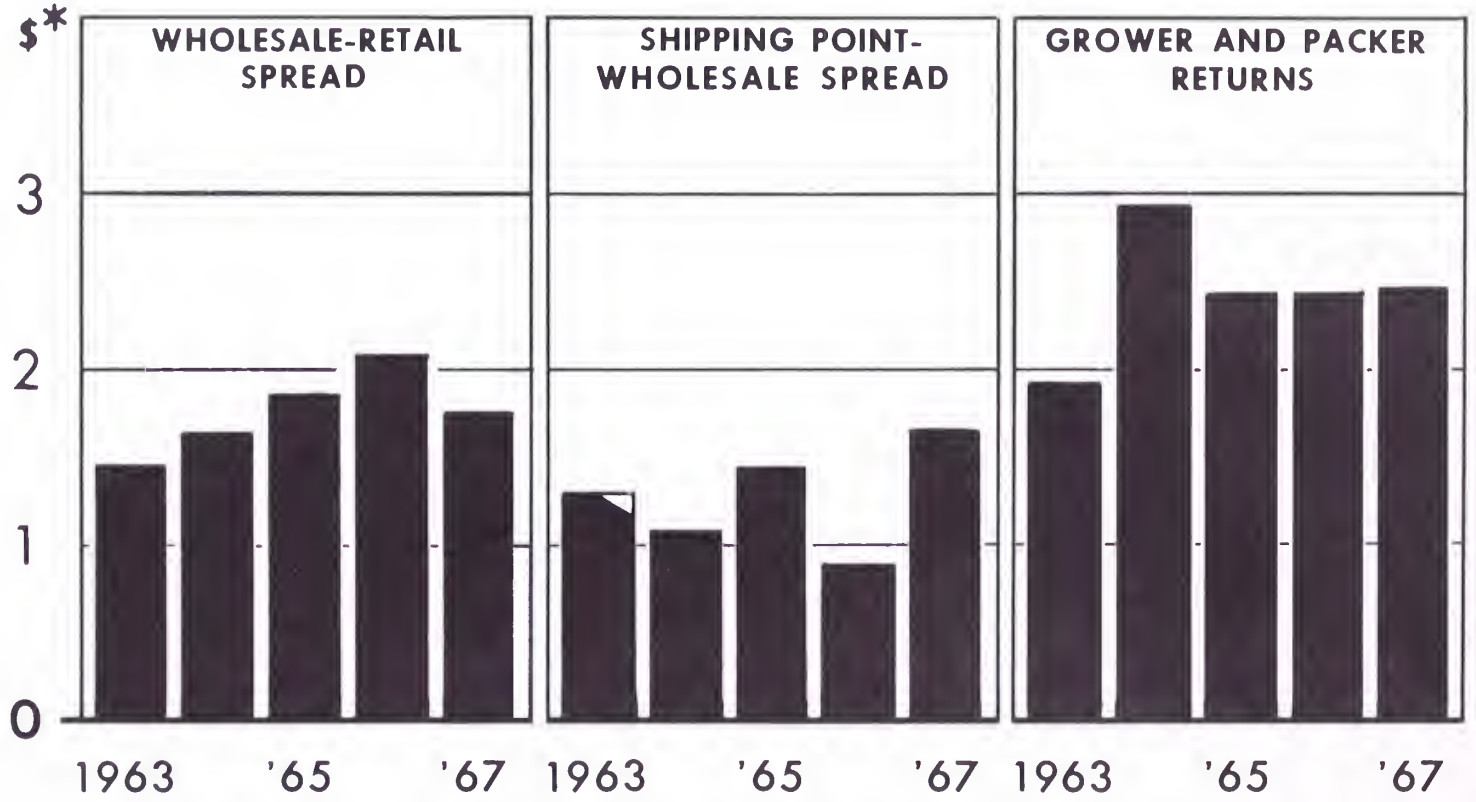
1/ U.S. fancy, crate of 5 dozen ears.
2/ Returns to retailer for salable corn (8-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point.
4/ Florida, except as indicated.
5/ New Jersey.
6/ Virginia.

* 3-month average.

Seasonal Average Spreads

SWEET CORN

Boston, Chicago, and New York City



SEASON: APRIL TO JULY

* *DOLLARS PER CRATE OF 5 DOZEN CARS, U.S. FANCY.*

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FIGURE 10

Table 32.--Corn, sweet: Spread per crate and as a percentage of retail value, Boston, by months and season, 1963-67 1/

Spreads	Apr.	May	June	July	Season avg.
			Dollars		
Wholesale-retail					
1963	---	1.36	1.12	1.09	*1.26
1964	---	2.02	1.62	1.98	*1.86
1965	---	1.77	2.06	2.30	*2.03
1966	1.75	2.69	2.14	1.14	*2.34
1967	1.02	1.24	1.42	1.61	1.33
Shipping point-wholesale					
1963	---	1.34	1.81	2.62	*1.57
1964	---	.68	1.00	.87	*.83
1965	1.50	1.25	1.50	.40	*1.17
1966	.70	.48	1.03	---	*.79
1967	2.38	1.38	1.43	1.00	1.45
Wholesale-retail as a percentage of retail value			Percent		
1963	--	28	26	21	*27
1964	--	34	32	39	*34
1965	--	28	40	44	*37
1966	26	44	44	22	*43
1967	17	24	28	29	25
Shipping point-wholesale as a percentage of retail value					
1963	--	28	41	50	*34
1964	--	12	19	17	*15
1965	--	20	30	8	*22
1966	10	8	21	--	*14
1967	40	27	28	18	28

1/ U.S. fancy, crate of 5 dozen ears.

* 3-month average.

Table 33.--Corn, sweet: Spread per crate and as a percentage of retail value, Chicago, by months and season, 1963-67 1/

Spreads	Apr.	May	June	July	Season avg.
			Dollars		
Wholesale-retail					
1963	1.53	1.31	.55	.33	1.14
1964	.64	2.58	.87	1.57	1.78
1965	2.20	.89	.93	1.58	*1.26
1966	-.26	1.87	1.37	.87	*1.54
1967	1.55	1.67	1.05	.97	1.39
Shipping point-wholesale					
1963	1.37	.84	1.96	2.75	1.30
1964	1.94	.90	1.25	.75	1.10
1965	1.50	1.75	1.75	---	*1.68
1966	1.55	.60	1.28	---	*.95
1967	2.00	1.85	1.81	1.35	1.82
			Percent		
Wholesale-retail as a percentage of retail value					
1963	30	30	14	7	26
1964	10	39	19	34	30
1965	30	15	22	34	*23
1966	-5	35	31	16	*31
1967	26	28	21	18	25
Shipping point-wholesale as a percentage of retail value					
1963	27	20	50	60	29
1964	31	13	27	17	19
1965	21	30	42	--	*30
1966	28	11	29	--	*19
1967	33	31	36	25	32

1/ U.S. fancy, crate of 5 dozen ears.

* 3-month average.

Table 34.--Corn, sweet: Spread per crate and as a percentage of retail value, New York City, by months and season, 1963-67 1/

Spreads	Apr.	May	June	July	Season avg.
			Dollars		
Wholesale-retail					
1963	1.32	1.35	1.32	2.62	1.58
1964	1.51	1.79	1.05	2.25	1.52
1965	2.30	1.72	2.14	1.36	1.96
1966	2.03	2.35	2.09	1.39	*2.22
1967	1.57	2.13	1.96	1.98	1.99
Shipping point-wholesale					
1963	1.52	1.09	1.46	.98	1.23
1964	1.79	.95	1.25	.58	1.11
1965	1.50	1.40	1.35	1.40	1.40
1966	.95	.75	1.03	---	*.89
1967	2.50	1.35	1.66	1.35	1.58
			Percent		
Wholesale-retail as a percentage of retail value					
1963	26	29	31	49	34
1964	22	30	22	45	27
1965	31	27	43	26	34
1966	28	39	43	24	*40
1967	24	36	34	31	33
Shipping point-wholesale as a percentage of retail value					
1963	30	24	35	18	26
1964	25	16	26	12	20
1965	21	22	27	27	24
1966	13	13	21	--	*16
1967	38	22	28	21	26

1/ U.S. fancy, crate of 5 dozen ears.

* 3-month average.

SWEET CORN

U.S. Production, Consumption, and Value Per Acre

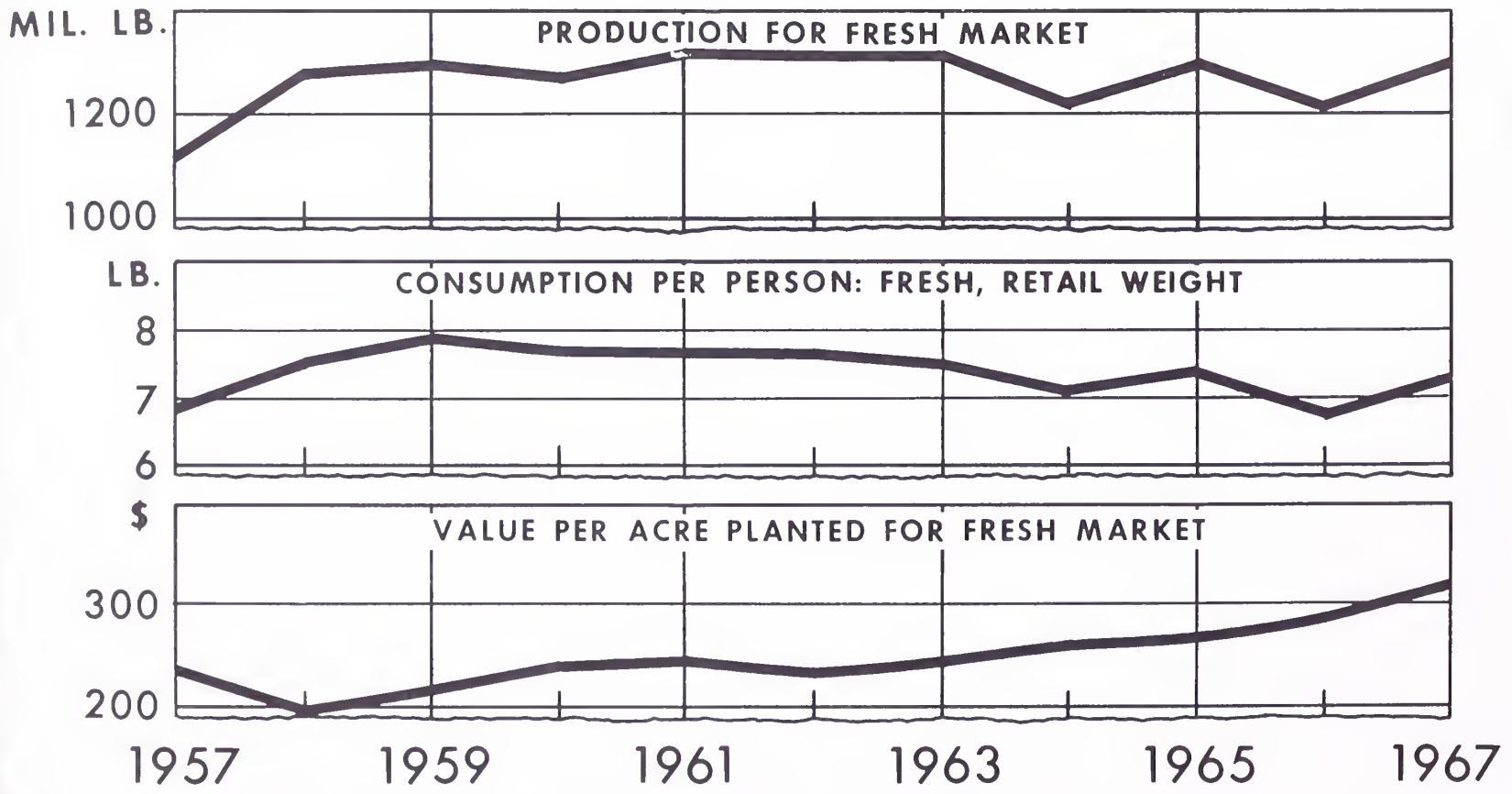

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FIGURE 11

CUCUMBERS

Production Areas and Markets

Florida was selected as the production area and source of f.o.b. prices because it is by far the most important of the approximately 16 States that produce cucumbers commercially for the fresh market (table 35). The season selected begins with the late fall crop that is marketed mostly in November, December, and early January. For the next 2 months, data are for imported cucumbers packed in Florida. The Florida season ends with the early spring crop which is marketed principally in April and May. The two major markets for Florida grown cucumbers—Chicago and New York City—were selected for pricing at wholesale and retail.

Prices

The U.S. seasonal average retail price 24.5 cents a pound in 1963/64 increased to 26.6 cents in 1965/66 and then decreased to 25.1 cents the following season (table 36). The net increase over the four seasons was about 2.5 percent.

The patterns of price movements in Chicago and New York City were similar to the national pattern. For each season that data are available, retail prices averaged higher in Chicago than in New York City but wholesale prices averaged higher in New York City except in 1964/65 (tables 37 and 38).

Wholesale-Retail Spread

During the three seasons, the two-city average wholesale-retail spread dropped sharply from $5.09 per bushel to $3.91 or about 23 percent (fig. 12).

However, this spread behaved quite differently in the two markets. In 1964/65, the wholesale-retail spreads were about the same, $5.50 in New York City and $5.28 in Chicago; both were 46 percent of the retail value (tables 39 and 40). But the following season, this spread dropped sharply in New York City to $3.52, while in Chicago it increased to $6.81—31 and 51 percent of the retail value. In 1966/67, this spread decreased in both markets, but remained considerably different in size—$3.32 in New York City and $5.44 in Chicago. Also, there was a wide difference when expressed as a percentage of retail value: 45 percent in Chicago, compared with 32 percent in New York City.

Shipping Point-Wholesale Spread

The shipping point-wholesale spread was considerably smaller than the wholesale-retail spread or the grower and packer returns (fig. 12). In 1964/65 it was $1.33 per bushel or 12 percent of the retail value. The following season it rose to $2.76, which was 23 percent of the retail value. In 1966/67 it dropped to its lowest level, $1.19 a bushel or 11 percent of retail.

This spread was highly variable for both markets. On shipments to Chicago, the seasonal average ranged from 4 to 11 percent of the retail value compared with 12 to 29 percent in New York City (tables 39 and 40). Month-to-month variations were even greater. For example, for shipments to New York City in 1966 varied from 50 cents a bushel in March to $11 in April. These extreme fluctuations in spreads are associated with equally violent price fluctuations which are characteristic of short season crops such as cucumbers. Sharp fluctuations in price made it more difficult to obtain accurate samples of data.

Grower and Packer Returns

Returns to growers and packers moved upward from $4.65 per bushel in 1964/65 to $5.76 a bushel in 1966/67 (fig. 12). The latter was 53 percent of the retail value. The increase in 1966/67 was particularly significant in that it accompanied a substantial decrease in retail value. In other words, the rise in grower and packer returns was the result of a decrease in marketing charges rather than an increase in retail value.

Production,Consumption, and Returns Per Acre

Although price data have been available only since the 1964/65 season, other relevant data are shown since 1957 (fig. 13).

Total U.S. cucumber production for the fresh market has fluctuated considerably since 1957. The low point was 405.7 million pounds in 1959 and the highest level was 504.2 million pounds in 1964. Production has been considerably more stable since 1963 than in earlier periods.

Per capita consumption has been more stable than production and has shown no trend. In recent years, consumption has been 2.7 to 2.9 pounds per person.

In contrast with production and consumption, the value per planted acre for cucumbers has trended generally upward since 1957. The net increase over the 11-year period was 55 percent.

Table 35.--Cucumbers: Production for fresh market, Florida and United States, 1963-67

Year	Florida	United States
	1,000 cwt.	
1963	1,956	4,860
1964	2,148	5,042
1965	1,948	4,930
1966	1,877	4,713
1967	1,938	4,980

Table 36.--Cucumbers: Seasonal average retail prices, United States and selected cities, 1963/64-1966/67 1/

Market	1963/64	1964/65	1965/66	1966/67
	Cents per pound			
United States 2/	24.5	26.0	26.6	25.1
Chicago 3/	---	24.3	28.3	25.6
New York City 3/	---	23.2	24.4	22.3

1/ 7-month weighted average, November-May.
2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads.
3/ BLS city monthly price weighted by city monthly unloads.

Table 37.--Cucumbers: Value and price per crate, and grower and packer share of retail value, Chicago, by months and season, 1964/65-1966/67 1/

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season avg.
				Dollars				
Value and price								
Retail value 2/								
1964/65	13.70	8.58	9.99	11.03	13.89	14.36	9.85	11.42
1965/66	9.48	9.24	9.52	17.50	20.31	22.57	8.54	13.30
1966/67	9.43	10.14	14.32	16.61	16.38	14.03	10.12	12.00
Wholesale price 3/								
1964/65	4.75	3.75	5.25	8.00	12.00	7.50	5.25	6.14
1965/66	4.10	4.00	5.25	10.50	12.00	10.50	4.25	6.49
1966/67	7.25	4.75	8.00	9.00	9.50	7.50	4.25	6.56
Shipping point (f.o.b.) price 4/								
1964/65	4.00	2.10	3.50	5/6.40	5/8.50	7.25	4.45	4.93
1965/66	3.50	3.06	3.98	5/9.30	5/13.00	7.00	3.45	5.12
1966/67	4.50	4.33	7.36	5/9.00	5/10.20	8.67	4.10	6.13
				Percent				
Grower and packer share of retail value								
1964/65	29	25	35	58	61	50	45	43
1965/66	37	33	42	53	64	31	40	39
1966/67	48	43	51	54	62	62	41	51

1/ U.S. fancy, 51 pounds net weight per bushel.
2/ Returns to retailer for salable cucumbers (8-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point.
4/ Florida, except as indicated.
5/ Imports packed locally in Florida.

Table 38.--Cucumbers: Value and price per crate and grower and packer share of retail value, New York City, by months and season, 1964/65-1966/67 1/

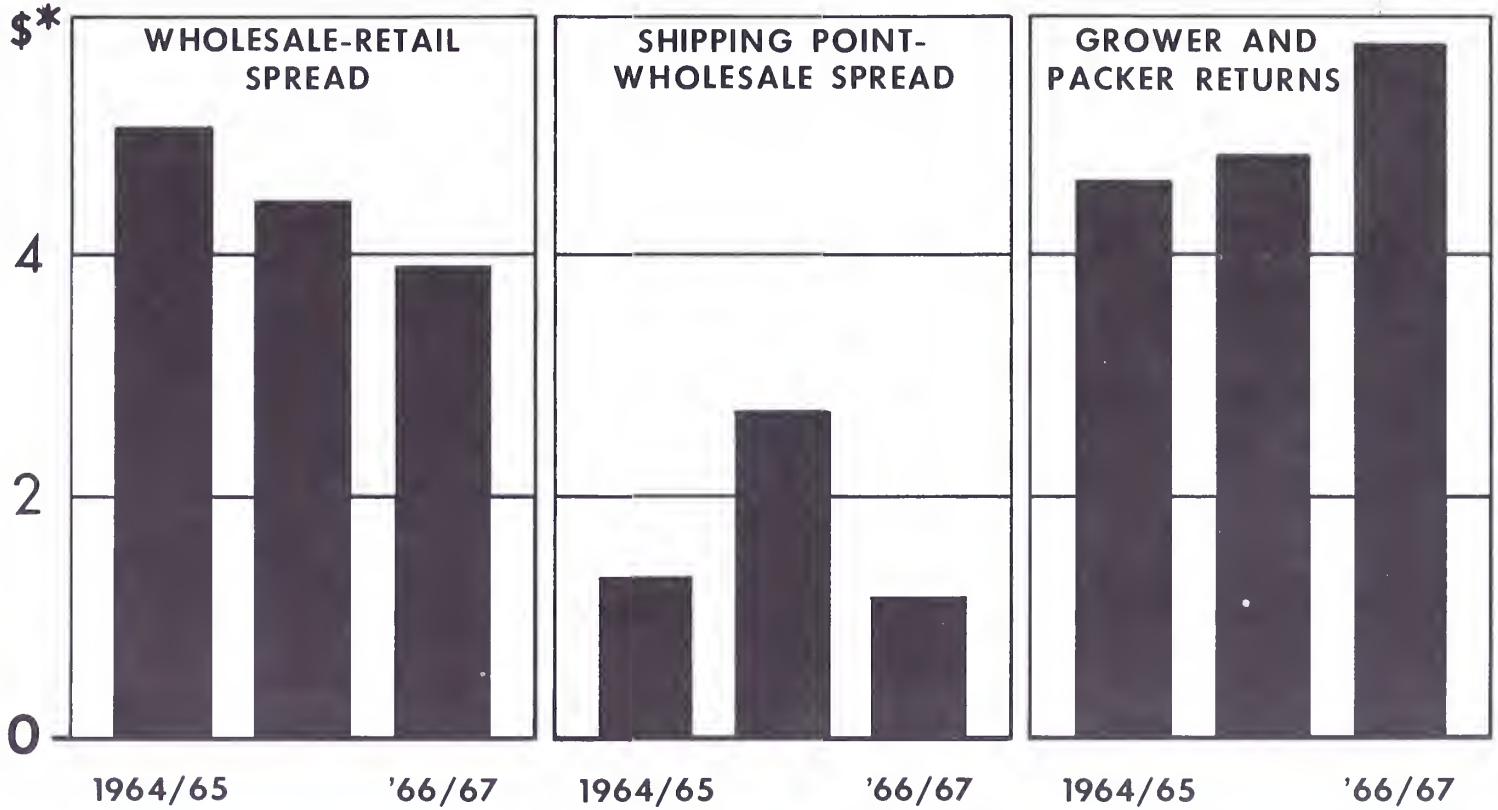
Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season avg.
				Dollars				
Value and price								
Retail value 2/								
1964/65	13.56	8.26	11.44	11.59	12.25	12.71	9.48	10.88
1965/66	7.93	8.31	9.57	15.30	17.36	20.18	9.05	11.44
1966/67	8.63	9.62	11.73	13.47	12.90	12.44	9.95	10.46
Wholesale price 3/								
1964/65	6.50	4.00	7.00	9.25	10.25	7.00	5.00	5.88
1965/66	4.75	4.25	5.40	9.50	13.50	18.00	5.25	7.92
1966/67	7.50	5.75	7.75	12.00	13.00	11.00	4.25	7.14
Shipping point (f.o.b.) price 4/								
1964/65	4.00	2.10	3.50	5/6.40	5/8.50	7.25	4.45	4.57
1965/66	3.50	3.06	3.98	6.40	5/13.00	7.00	3.45	4.56
1966/67	4.50	4.33	7.36	5/9.00	5/10.20	8.67	4.10	5.68
				Percent				
Grower and packer share of retail value								
1964/65	30	25	31	55	70	57	47	42
1965/66	44	37	42	42	75	35	38	40
1966/67	52	45	63	67	79	70	41	54

1/ U.S. fancy, 51 pounds net weight per bushel.
2/ Returns to retailer for salable cucumbers (8-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point.
4/ Florida, except as indicated.
5/ Imports packed locally in Florida.

Seasonal Average Spreads

CUCUMBERS

Chicago and New York City



SEASON: NOVEMBER TO MAY

* *DOLLARS PER 51-POUND BUSHEL, U.S. FANCY.*

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FIGURE 12

Table 39.--Cucumbers: Spread per crate and as a percentage of retail value, Chicago, by months and season, 1964/65-1966/67 1/

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season avg.
				Dollars				
Wholesale-retail								
1964/65	8.95	4.83	4.74	3.03	1.89	6.86	4.60	5.28
1965/66	5.38	5.24	4.27	7.00	8.31	12.07	4.29	6.81
1966/67	2.18	5.39	6.32	7.61	6.88	6.53	5.87	5.44
Shipping point-wholesale								
1964/65	.75	1.65	1.75	1.60	3.50	.25	.80	1.21
1965/66	.60	.94	1.27	1.20	-1.00	3.50	.80	1.37
1966/67	2.75	.42	.64	---	-.70	-1.17	.15	.43
				Percent				
Wholesale-retail as a percentage of retail value								
1964/65	65	56	47	27	14	48	47	46
1965/66	57	57	45	40	41	53	50	51
1966/67	23	53	44	46	42	47	58	45
Shipping point-wholesale as a percentage of retail value								
1964/65	6	19	18	15	25	2	8	11
1965/66	6	10	13	7	-5	16	10	10
1966/67	29	4	5	--	-4	-9	1	4

1/ U.S. fancy, 51 pounds net weight per bushel.

Table 40.--Cucumbers: Spread per crate and as a percentage of retail value, New York City, by months and season, 1964/65-1966/67 1/

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season avg.
				Dollars				
Wholesale-retail								
1964/65	7.06	4.26	4.44	2.34	2.00	5.71	4.48	5.00
1965/66	3.18	4.06	4.17	5.80	3.86	2.18	3.80	3.52
1966/67	1.13	3.87	3.98	1.47	-.10	1.44	5.70	3.32
Shipping point-wholesale								
1964/65	2.50	1.90	3.50	2.85	1.75	-.25	.55	1.31
1965/66	1.25	1.19	1.42	3.10	.50	11.00	1.80	3.36
1966/67	3.00	1.42	.39	3.00	2.80	2.33	.15	1.46
				Percent				
Wholesale-retail as a percentage of retail value								
1964/65	52	52	38	20	16	45	47	46
1965/66	40	49	43	38	22	11	42	31
1966/67	13	40	34	11	-1	11	57	32
Shipping point-wholesale as a percentage of retail value								
1964/65	18	23	31	25	14	-2	6	12
1965/66	16	14	15	20	3	54	20	29
1966/67	35	15	3	22	22	19	2	14

1/ U.S. fancy, 51 pounds net weight per bushel.

CUCUMBERS

U.S. Production, Consumption, and Value Per Acre

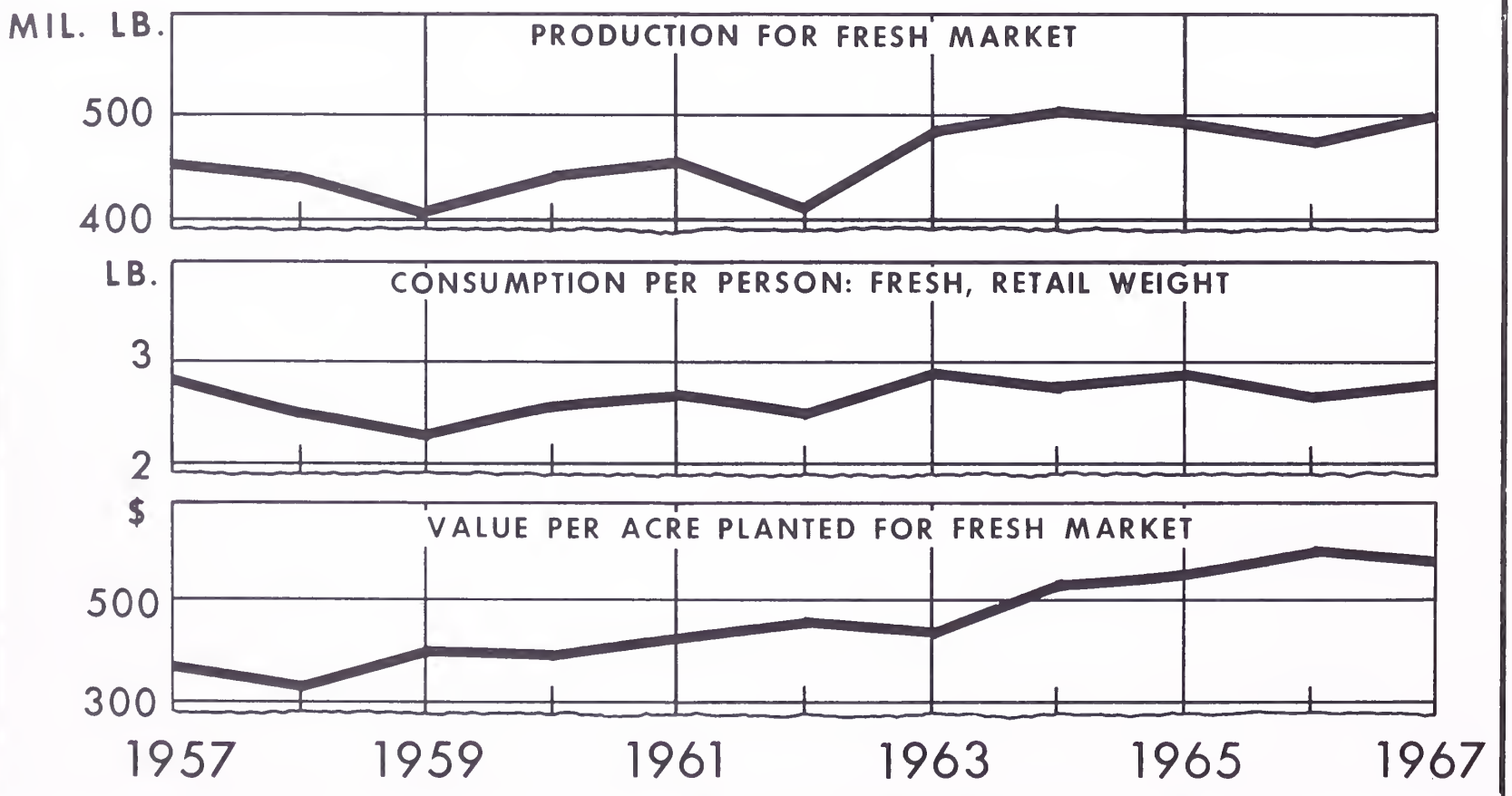

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FIGURE 13

LETTUCE

Production Areas and Markets

More than 20 States grow lettuce commerically, but California and Arizona annually produce 80 percent or more of the U.S. total (table 41). Lettuce grown in these States is mainly the crisp-head or Iceberg type. Therefore prices and spreads reported here are for Iceberg lettuce grown in California or Arizona. Lettuce from these areas is available year-round so the season used here is January-December.

The four important terminal markets selected for pricing at wholesale and retail are Chicago, Los Angeles, New York City, and Washington, D.C.

Prices

The U.S. seasonal average retail price increased each year from 1963 through 1967 for a net gain of 18 percent (table 42). Prices trended upward in all four city markets although they increased annually only in Chicago. Prices averaged highest in New York City, followed by Washington, D.C., Chicago, and Los Angeles.

The behavior of these annual prices over the 5 years was not always consistent with changes in annual supplies. This may be partly due to concurrent increases in consumer demand for lettuce which more than offset those caused by variations in supply.

However, in shorter time periods the effects of supply on price are more evident (tables 43, 44, 45, and 46). Large month-to-month price fluctuations can usually be associated with substantial changes in the supply situation which may occur when a local production area either enters or drops out of the market.

Wholesale-Retail Spreads

The four-city average wholesale-retail spread increased steadily from $1.87 per carton of 24 heads in 1963 to $2.41 in 1967—a gain of 29 percent (fig. 14). This spread also increased as a share of the retail value from 39 percent in 1963 and 1964 to 40 percent in 1965 and 1966 to 42 percent in 1967.

Generally, the behavior of this spread was similar in the four individual markets (tables 47, 48, 49 and 50). In 1963, it ranged from $1.70 a carton in Washington, D.C., to $1.87 in Los Angeles. By 1967, the range was from $2.28 in New York City to $2.73 in Washington, D.C. For the five seasons, the wholesale-retail spread averaged $2.09 in Chicago and Los Angeles, $2.15 in New York City, and $2.29 in Washington, D.C.

Shipping Point-Wholesale Spread

The four-city average shipping point-wholesale spread ranged from $1.11 per carton in 1964 to $1.40 in 1966 (fig. 14). It fluctuated irregularly without definite trend. In 1963, 1965, and 1966, it was 24 percent of the retail value and in 1964 and 1967 it was 22 percent.

Because this spread includes the transportation charge, its size for individual markets would be expected to reflect distance from shipping point. This was the case. Over the five seasons, the shipping point-wholesale spread averaged 89 cents in Los Angeles, $1.45 in Chicago, $1.56 in Washington, D.C., and $2.01 in New York City. As a percentage of retail value, this spread ranged from 18 percent in Los Angeles to 33 percent in New York City.

Grower and Packer Returns

Four-city seasonal average returns to growers and packers rose irregularly from $1.77 per carton in 1963 to $2.07 in 1967, a net increase of 17 percent (fig. 14). As a percentage of retail value, the four-city average grower and packer share increased from 37 percent in 1963 to 39 percent in 1967 and then dropped to 36 percent in each of the next 3 years.

Grower and packer returns by months show considerable variation which is one of the problems in this industry. In the period of this study, the range was from $1 in January 1965 to $3.75 in June 1967.

Production, Consumption, and Value Per Acre

Total U.S. production of lettuce increased nearly 24 percent during 1957-67 (fig. 15). Per capita consumption also trended upward during that period although the most rapid gains were prior to 1964. Accompanying these adjustments was a sharp rise in value per planted acre from $583 in 1957 to $938 in 1967 or more than 60 percent.

Table 41.--Lettuce: Production for fresh market, selected States and United States, 1963-67

Seasons and States	1963	1964	1965	1966	1967
	1,000 cwt.				
Arizona					
Winter	2,580	3,290	3,218	2,954	2,800
Early spring	4,221	3,531	3,633	3,448	3,420
Late fall	2,930	2,774	3,247	2,805	2,326
Total	9,731	9,595	10,098	9,207	8,546
California					
Winter	7,106	8,060	8,406	8,520	9,139
Early spring	3,780	2,790	2,997	4,410	3,502
Summer	7,588	7,155	7,453	8,004	8,113
Early fall	4,696	5,000	4,995	5,458	5,576
Total	23,170	23,005	23,851	26,392	26,330
Other States					
Total	6,427	6,544	6,963	6,531	7,878
United States					
Total	39,328	39,144	40,912	42,130	42,754

Table 42.--Lettuce: Seasonal average retail prices, United States and selected cities, 1963-67 1/

Market	1963	1964	1965	1966	1967
	Cents per pound				
United States 2/	23.6	24.4	25.7	27.6	27.9
Chicago 3/	22.7	23.5	24.8	25.9	26.9
Los Angeles 3/	20.0	20.5	21.5	24.0	24.0
New York City 3/	24.5	27.3	26.3	29.4	28.4
Washington, D.C. 3/	22.1	25.4	27.0	28.7	27.2

1/ 12-month weighted average, January-December.
2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads.
3/ BLS city monthly prices weighted by city monthly unloads.

Tabel 43.--Lettuce, Iceberg: Value and price per carton, and grower and packer share of retail value, Chicago, by months and season, 1963-67 1/

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
Value and price						Dollars							
Retail value 2/													
1963	4.04	4.33	3.55	6.03	4.93	5.07	6.23	4.33	4.24	4.85	6.09	5.60	5.07
1964	6.30	5.76	5.58	4.11	4.35	5.13	4.33	4.73	4.85	5.65	5.25	6.34	5.26
1965	4.75	5.02	4.91	4.82	6.68	8.17	4.48	4.37	4.85	5.91	6.47	5.23	5.54
1966	6.52	6.52	6.01	5.20	4.86	5.18	6.14	6.92	5.96	5.25	6.68	4.75	5.79
1967	5.07	5.42	4.31	4.75	6.94	7.90	8.35	6.20	4.56	5.76	6.31	6.16	6.00
Wholesale price 3/													
1963	2.88	3.88	2.75	3.15	3.00	2.85	4.30	2.75	2.40	2.80	4.75	3.00	3.24
1964	4.65	3.85	4.65	3.00	2.35	2.50	2.75	2.75	3.75	3.65	3.12	4.25	3.44
1965	2.40	3.00	2.75	3.00	4.85	5.00	2.75	2.65	3.10	3.35	4.15	3.00	3.34
1966	4.25	4.85	5.00	3.00	2.90	2.85	3.75	4.00	3.50	3.00	3.65	2.40	3.60
1967	2.65	2.50	2.75	3.00	4.50	5.60	5.75	4.35	2.75	2.65	3.60	2.50	3.57
Shipping point (f.o.b.) price 4/													
1963	1.25	2.88	1.50	5/2.95	1.38	1.05	3.25	1.25	1.05	1.50	5/3.05	5/1.96	1.98
1964	2.62	2.25	3.25	1.12	1.05	1.10	1.38	1.50	2.00	2.00	5/1.68	5/3.25	1.96
1965	1.00	1.50	1.75	1.50	2.62	3.00	1.25	1.25	2.00	2.12	5/3.38	5/1.36	1.89
1966	2.25	3.25	3.25	5/1.65	1.30	1.75	1.88	2.50	2.00	1.75	2.12	5/1.25	2.08
1967	1.25	1.12	1.38	5/1.58	2.00	3.75	3.50	2.38	1.25	1.38	5/2.75	5/2.18	2.04
Grower and packer share of retail value						Percent							
1963	31	67	42	49	28	21	52	29	25	31	50	35	39
1964	42	39	58	27	24	22	32	32	41	36	32	51	37
1965	21	30	36	31	39	37	28	29	41	36	52	26	34
1966	34	50	54	32	27	34	31	36	34	33	32	26	36
1967	25	21	32	33	29	48	42	38	27	24	44	35	34

1/ 24 heads, U.S. No.1.
2/ Returns to retailer for salable lettuce (7-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point.
4/ California, except as indicated.
5/ Arizona.

Table 44.--Lettuce, Iceberg: Value and price per carton, and grower and packer share of retail value, Los Angeles, by months and season, 1963-67 1/

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
Value and price						Dollars							
Retail value 2/													
1963	3.26	4.40	3.17	4.80	4.04	4.29	6.09	4.24	4.06	4.29	6.16	4.82	4.45
1964	5.76	5.02	5.09	3.91	3.70	4.31	4.06	4.18	4.42	5.00	4.29	5.38	4.57
1965	4.58	4.18	4.18	4.58	5.29	6.36	4.04	4.15	4.82	5.20	5.71	4.40	4.80
1966	5.90	6.30	5.98	4.26	4.33	4.02	5.23	6.01	5.93	5.31	6.38	4.86	5.37
1967	4.53	4.31	4.19	5.20	5.76	6.30	6.54	5.45	4.59	5.07	6.36	5.47	5.35
Wholesale price 3/													
1963	2.35	3.85	2.50	2.00	1.50	2.00	3.65	2.50	1.75	2.58	4.75	2.00	2.58
1964	3.88	3.38	4.38	1.62	1.80	1.88	2.30	1.62	2.88	2.62	2.00	3.62	2.64
1965	2.25	2.58	2.12	3.00	3.88	3.62	2.12	2.12	3.38	3.62	2.88	2.12	2.84
1966	4.35	4.30	4.38	2.12	2.12	2.12	2.80	3.58	3.20	2.70	3.62	2.30	3.13
1967	2.08	1.75	2.08	2.38	3.00	4.88	3.75	3.38	2.32	2.18	3.12	2.58	2.90
Shipping point (f.o.b.) price 4/													
1963	1.25	2.88	1.50	1.25	1.38	1.05	3.25	1.25	1.05	1.50	3.00	1.62	1.73
1964	2.62	2.25	3.25	1.12	1.05	1.10	1.38	1.50	2.00	2.00	1.88	3.00	1.90
1965	1.00	1.50	1.75	1.50	2.62	3.00	1.25	1.25	2.00	2.12	2.38	1.30	1.83
1966	2.25	3.25	3.25	1.38	1.30	1.75	1.88	2.50	2.00	1.75	2.12	1.25	2.07
1967	1.25	1.12	1.38	1.38	2.00	3.75	3.50	2.38	1.25	1.38	3.00	1.75	2.11
Grower and packer share of retail value						Percent							
1963	38	65	47	26	34	25	53	29	26	35	49	34	39
1964	45	45	64	29	29	26	34	36	45	40	44	55	42
1965	22	36	42	33	49	47	31	30	41	41	42	29	38
1966	38	51	54	33	30	44	36	42	34	33	33	26	38
1967	28	26	33	27	35	59	53	44	27	27	47	32	39

1/ 24 heads, U.S. No.1.
2/ Returns to retailer for salable lettuce (7-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point.
4/ California.

Table 45.--Lettuce, Iceberg: Value and price per carton, and grower and packer share of retail value, New York City, by months and season, 1963-67 1/

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
Value and price							Dollars						
Retail value 2/													
1963	4.80	5.58	4.19	7.03	5.58	5.82	6.43	5.15	5.15	5.56	6.12	6.45	5.46
1964	6.98	7.08	6.79	5.34	4.89	5.56	5.02	5.74	5.98	6.38	5.80	7.27	6.10
1965	5.45	5.45	5.42	5.09	7.16	7.92	4.93	5.13	5.96	6.65	7.19	5.91	5.87
1966	7.81	7.41	7.27	5.53	5.78	5.58	5.63	7.21	6.81	6.81	6.98	5.26	6.55
1967	5.45	5.76	5.26	5.53	7.79	9.02	8.61	6.45	5.56	6.38	6.43	6.30	6.34
Wholesale price 3/													
1963	3.50	5.50	3.50	4.90	2.25	3.25	4.00	3.00	3.10	4.00	4.75	4.25	3.69
1964	4.50	4.65	5.75	2.50	2.25	3.15	3.25	3.75	4.20	4.75	3.75	5.00	4.11
1965	2.90	2.90	3.15	3.15	3.15	5.50	3.25	3.00	4.00	4.25	5.00	3.50	3.55
1966	5.12	4.50	5.40	3.15	3.15	3.40	4.25	4.50	4.50	3.75	4.85	2.75	4.14
1967	3.00	2.65	3.00	3.12	5.00	7.50	7.50	4.75	2.75	3.75	4.40	4.00	4.06
Shipping point (f.o.b.) price 4/													
1963	1.25	2.88	1.50	1.25	1.38	1.05	3.25	1.25	1.05	1.50	3.00	1.62	1.71
1964	2.62	2.25	3.25	1.12	1.05	1.10	1.38	1.50	2.00	2.00	1.88	3.00	1.97
1965	1.00	1.50	1.75	1.50	2.62	3.00	1.25	1.25	2.00	2.12	2.38	1.30	1.74
1966	2.25	3.25	3.25	5/1.65	1.30	1.75	1.88	2.50	2.00	1.75	5/3.35	5/1.25	2.20
1967	1.25	1.12	1.38	5/1.58	2.00	3.75	3.50	2.38	1.25	1.38	3.00	1.75	1.90
Grower and packer share of retail value							Percent						
1963	26	52	36	18	25	18	50	24	20	27	49	25	31
1964	37	32	48	21	21	20	28	26	33	31	33	41	32
1965	18	27	32	30	37	38	25	24	34	32	33	22	30
1966	29	44	45	30	22	31	33	35	29	26	48	24	33
1967	23	19	26	28	26	42	41	37	22	22	47	28	30

1/ 24 heads, U.S. No.1.
2/ Returns to retailer for salable lettuce (7-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point.
4/ California, except as indicated.
5/ Arizona.

Table 46.--Lettuce, Iceberg: Value and price per carton, and grower and packer share of retail value, Washington, D.C., by months and season, 1963-67 1/

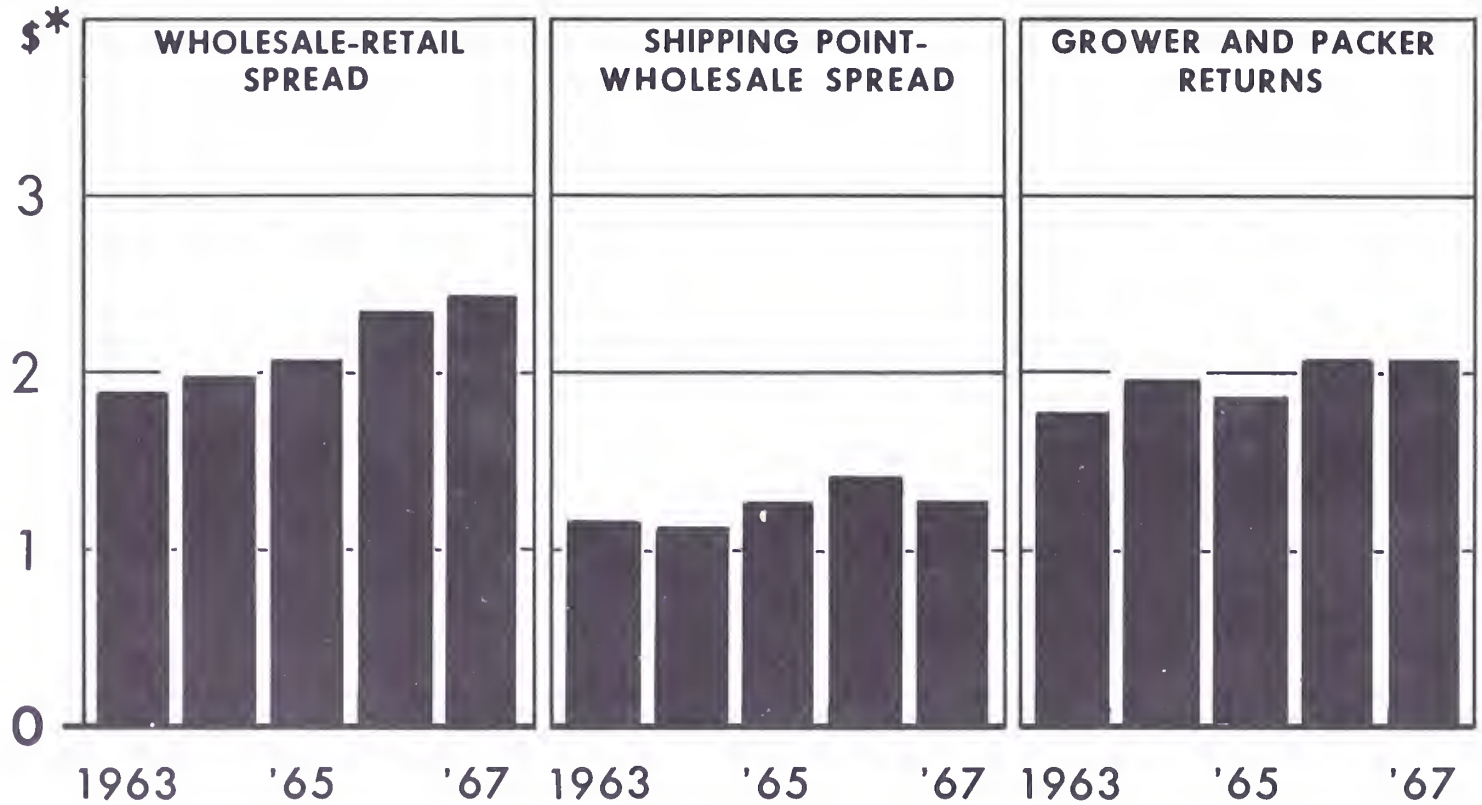
Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
Value and price						Dollars							
Retail value 2/													
1963	4.35	5.56	3.89	6.47	4.85	4.42	6.36	4.37	4.11	5.12	5.93	5.96	4.92
1964	6.58	7.03	6.43	4.75	4.46	5.31	4.86	5.63	5.63	5.15	5.00	6.54	5.66
1965	5.00	5.31	5.31	4.86	6.83	8.35	4.56	5.31	5.91	6.83	7.43	6.38	6.02
1966	7.43	7.94	7.54	5.13	5.53	5.26	5.26	7.14	6.81	6.68	6.68	4.96	6.40
1967	4.96	4.82	4.29	4.82	8.42	8.42	8.95	5.78	4.86	5.65	6.16	6.43	6.07
Wholesale price 3/													
1963	3.50	4.50	3.19	4.55	2.25	3.12	3.80	2.25	2.35	3.25	4.00	3.00	3.22
1964	4.75	4.25	4.75	3.50	2.40	2.75	2.65	3.25	3.00	3.75	3.15	3.75	3.53
1965	3.00	2.75	3.00	2.75	4.50	5.25	2.75	3.00	3.75	3.90	4.00	3.62	3.56
1966	4.50	4.87	4.75	3.88	2.40	3.50	4.25	4.00	3.88	3.62	4.00	2.50	3.98
1967	2.50	2.62	2.88	2.38	4.25	4.75	5.75	3.50	2.88	2.50	3.62	3.00	3.34
Shipping point (f.o.b.) price 4/													
1963	1.25	2.88	1.50	1.25	1.38	1.05	3.25	1.25	1.05	1.50	3.00	1.62	1.75
1964	2.62	2.25	3.25	1.12	1.05	1.10	1.38	1.50	2.00	2.00	1.88	3.00	1.95
1965	1.00	1.50	1.75	1.50	2.62	3.00	1.25	1.25	2.00	2.12	2.38	1.30	1.86
1966	2.25	3.25	3.25	5/1.65	5/1.54	1.75	1.88	2.50	2.00	1.75	2.12	5/1.25	2.17
1967	1.25	1.12	1.38	1.38	5/3.65	3.75	3.50	2.38	1.25	1.38	3.00	5/2.18	2.12
Grower and packer share of retail value						Percent							
1963	29	52	39	19	28	24	51	29	25	29	51	27	36
1964	40	32	51	24	24	21	28	27	35	39	38	46	34
1965	20	28	33	31	38	36	27	24	34	31	32	21	31
1966	30	41	43	32	28	33	36	35	29	26	32	25	34
1967	25	23	32	29	43	44	39	41	26	24	49	34	35

1/ 24 heads, U.S. No.1.
2/ Returns to retailer for salable lettuce (7-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point.
4/ California, except as indicated.
5/ Arizona.

Seasonal Average Spreads

LETTUCE

Chicago, Los Angeles, New York City and Washington, D.C.



SEASON: JANUARY TO DECEMBER

* *DOLLARS PER CARTON OF 24 HEADS, ICEBERG, U.S. NO. 1.*

U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7537-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 14

Table 47.--Lettuce, Iceberg: Spread per carton and as a percentage of retail value, Chicago, by months and season, 1963-67 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
	Dollars												
Wholesale-retail													
1963	1.16	0.45	0.80	2.88	1.93	2.22	1.93	1.58	1.84	2.05	1.34	2.60	1.83
1964	1.65	1.91	.93	1.11	2.00	2.63	1.58	1.98	1.10	2.00	2.13	2.09	1.82
1965	2.35	2.02	2.16	1.82	1.83	3.17	1.73	1.72	1.75	2.56	2.32	2.23	2.20
1966	2.27	1.67	1.01	2.20	1.96	2.33	2.39	2.92	2.46	2.25	3.03	2.35	2.19
1967	2.42	2.92	1.56	1.75	2.44	2.30	2.60	1.85	1.81	3.11	2.71	3.66	2.43
Shipping point-wholesale													
1963	1.63	1.00	1.25	.20	1.62	1.80	1.05	1.30	1.35	1.30	1.70	1.04	1.26
1964	2.03	1.60	1.40	1.88	1.30	1.40	1.37	1.25	1.75	1.65	1.44	1.00	1.48
1965	1.40	1.50	1.00	1.50	2.23	2.00	1.50	1.40	1.10	1.23	.77	1.64	1.45
1966	2.00	1.60	1.75	1.35	1.60	1.10	1.87	1.50	1.50	1.25	1.53	1.15	1.52
1967	1.40	1.38	1.37	1.42	2.50	1.85	2.25	1.97	1.50	1.27	.85	.32	1.53
	Percent												
Wholesale-retail as a percentage of retail value													
1963	29	10	23	48	39	44	31	36	43	42	22	46	36
1964	26	33	17	27	46	51	36	42	23	35	41	33	35
1965	50	40	44	38	28	39	39	39	36	43	36	43	40
1966	35	26	17	42	40	45	39	42	41	43	45	50	38
1967	48	54	36	37	35	29	31	30	40	54	43	60	40
Shipping point-wholesale as a percentage of retail value													
1963	40	23	35	3	33	35	17	35	32	27	28	19	25
1964	32	28	25	46	30	27	32	26	36	29	27	16	28
1965	29	30	20	31	33	24	33	32	23	21	12	31	26
1966	31	24	29	26	33	21	30	22	25	24	23	24	26
1967	27	25	32	30	36	23	27	32	33	22	13	5	26

1/ 24 heads, U.S. No.1.

Table 48.--Lettuce, Iceberg: Spread per carton and as a percentage of retail value, Los Angeles, by months and season, 1963-67 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
						Dollars							
Wholesale-retail													
1963	0.91	0.55	0.67	2.80	2.54	2.29	2.44	1.74	2.31	1.71	1.41	2.82	1.87
1964	1.88	1.64	.71	2.29	1.90	2.43	1.76	2.56	1.54	2.38	2.29	1.76	1.93
1965	2.33	1.60	2.06	1.58	1.41	2.74	1.92	2.03	1.44	1.58	2.83	2.28	1.96
1966	1.55	2.00	1.60	2.14	2.21	1.90	2.43	2.43	2.73	2.61	2.76	2.56	2.24
1967	2.45	2.56	2.11	2.82	2.76	1.42	2.79	2.07	2.27	2.89	3.24	2.89	2.45
Shipping point-wholesale													
1963	1.10	.97	1.00	.75	.12	.95	.40	1.25	.70	1.08	1.75	.38	.85
1964	1.26	1.13	1.13	.50	.75	.78	.92	.12	.88	.62	.12	.62	.74
1965	1.25	1.08	.37	1.50	1.26	.62	.87	.87	1.38	1.50	.50	.82	1.01
1966	2.10	1.05	1.13	.74	.82	.37	.92	1.08	1.20	.95	1.50	1.05	1.06
1967	.83	.63	.70	1.00	1.00	1.13	.25	1.00	1.07	.80	.12	.83	.79
						Percent							
Wholesale-retail as a percentage of retail value													
1963	28	13	21	58	63	53	40	42	57	40	23	58	42
1964	33	32	14	58	51	56	43	61	35	48	53	33	42
1965	51	38	49	34	27	43	47	49	30	30	49	52	41
1966	26	32	27	50	51	47	46	40	46	49	43	53	42
1967	54	59	50	54	48	23	43	38	50	57	51	53	46
Shipping point-wholesale as a percentage of retail value													
1963	34	22	32	16	3	22	7	29	17	25	28	8	19
1964	22	23	22	13	20	18	23	3	20	12	3	12	16
1965	27	26	9	33	24	10	22	21	29	29	9	19	21
1966	36	17	19	17	19	9	18	18	20	18	24	21	20
1967	18	15	17	19	17	18	4	18	23	16	2	15	15

1/ 24 heads, U.S. No.1.

Table 49.--Lettuce, Iceberg: Spread per carton and as a percentage of retail value, New York City, by months and season, 1963-67 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
						Dollars							
Wholesale-retail													
1963	1.30	0.08	0.69	2.13	3.33	2.57	2.43	2.15	2.05	1.56	1.37	2.20	1.77
1964	2.48	2.43	1.04	2.84	2.64	2.41	1.77	1.99	1.78	1.63	2.05	2.27	1.99
1965	2.55	2.55	2.27	1.94	4.01	2.42	1.68	2.13	1.96	2.40	2.19	2.41	2.32
1966	2.69	2.91	1.87	2.38	2.63	2.18	1.38	2.71	2.31	3.06	2.13	2.51	2.41
1967	2.45	3.11	2.26	2.41	2.79	1.52	1.11	1.70	2.81	2.63	2.03	2.30	2.28
Shipping point-wholesale													
1963	2.25	2.62	2.00	3.65	.87	2.20	.75	1.75	2.05	2.50	1.75	2.63	1.98
1964	1.88	2.40	2.50	1.38	1.20	2.05	1.87	2.25	2.20	2.75	1.87	2.00	2.14
1965	1.90	1.40	1.40	1.65	.53	2.50	2.00	1.75	2.00	2.13	2.62	2.20	1.81
1966	2.87	1.25	2.15	1.50	1.85	1.65	2.37	2.00	2.50	2.00	1.50	1.50	1.94
1967	1.75	1.53	1.62	1.54	3.00	3.75	4.00	2.37	1.50	2.37	1.40	2.25	2.16
						Percent							
Wholesale-retail as a percentage of retail value													
1963	27	1	16	30	60	44	38	42	40	28	22	34	33
1964	36	34	15	53	54	43	35	35	30	26	35	31	33
1965	47	47	42	38	56	30	34	42	32	36	31	41	39
1966	34	39	26	43	46	39	25	37	34	45	31	48	37
1967	45	54	43	44	36	16	13	26	51	41	31	36	36
Shipping point-wholesale as a percentage of retail value													
1963	47	47	48	52	15	38	12	34	40	45	29	41	36
1964	27	34	37	26	25	37	37	39	37	43	32	28	35
1965	35	26	26	32	7	32	41	34	34	32	36	37	31
1966	37	17	29	27	32	30	42	28	37	29	21	28	30
1967	32	27	31	28	38	42	46	37	27	37	22	36	34

1/ 24 heads, U.S. No.1.

Table 50.--Lettuce, Iceberg: Spread per carton and as a percentage of retail value, Washington, D.C., by months and season, 1963-67 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season avg.
						Dollars							
Wholesale-retail													
1963	0.85	1.06	0.70	1.92	2.60	1.30	2.56	2.12	1.76	1.87	1.93	2.96	1.70
1964	1.83	2.78	1.68	1.25	2.06	2.56	2.21	2.38	2.63	1.40	1.85	2.79	2.13
1965	2.00	2.56	2.31	2.11	2.33	3.10	1.81	2.31	2.16	2.93	3.43	2.76	2.46
1966	2.93	3.07	2.79	1.25	3.13	1.76	1.01	3.14	2.93	3.06	2.68	2.46	2.42
1967	2.46	2.20	1.41	2.44	4.17	3.67	3.20	2.28	1.98	3.15	2.54	3.43	2.73
Shipping point-wholesale													
1963	2.25	1.62	1.69	3.30	.87	2.07	.55	1.00	1.30	1.75	1.00	1.38	1.47
1964	2.13	2.00	1.50	2.38	1.35	1.65	1.27	1.75	1.00	1.75	1.27	.75	1.58
1965	2.00	1.25	1.25	1.25	1.88	2.25	1.50	1.75	1.75	1.78	1.62	2.32	1.70
1966	2.25	1.62	1.50	2.23	.86	1.75	2.37	1.50	1.88	1.87	1.88	1.25	1.81
1967	1.25	1.50	1.50	1.00	.60	1.00	2.25	1.12	1.63	1.12	.62	.82	1.22
						Percent							
Wholesale-retail as a percentage of retail value													
1963	19	19	18	30	54	29	40	48	43	37	32	50	34
1964	28	40	26	26	46	48	46	42	47	27	37	43	38
1965	40	48	43	43	34	37	40	43	36	43	46	43	41
1966	40	39	37	24	57	34	19	44	43	46	40	50	38
1967	50	46	33	50	50	44	36	40	41	56	41	53	45
Shipping point-wholesale as a percentage of retail value													
1963	52	29	43	51	18	47	9	23	32	34	17	23	30
1964	32	28	23	50	30	31	26	31	18	34	25	11	28
1965	40	24	24	26	28	27	33	33	30	26	22	36	28
1966	30	20	20	44	15	33	45	21	28	28	28	25	28
1967	25	31	35	21	7	12	25	19	33	20	10	13	20

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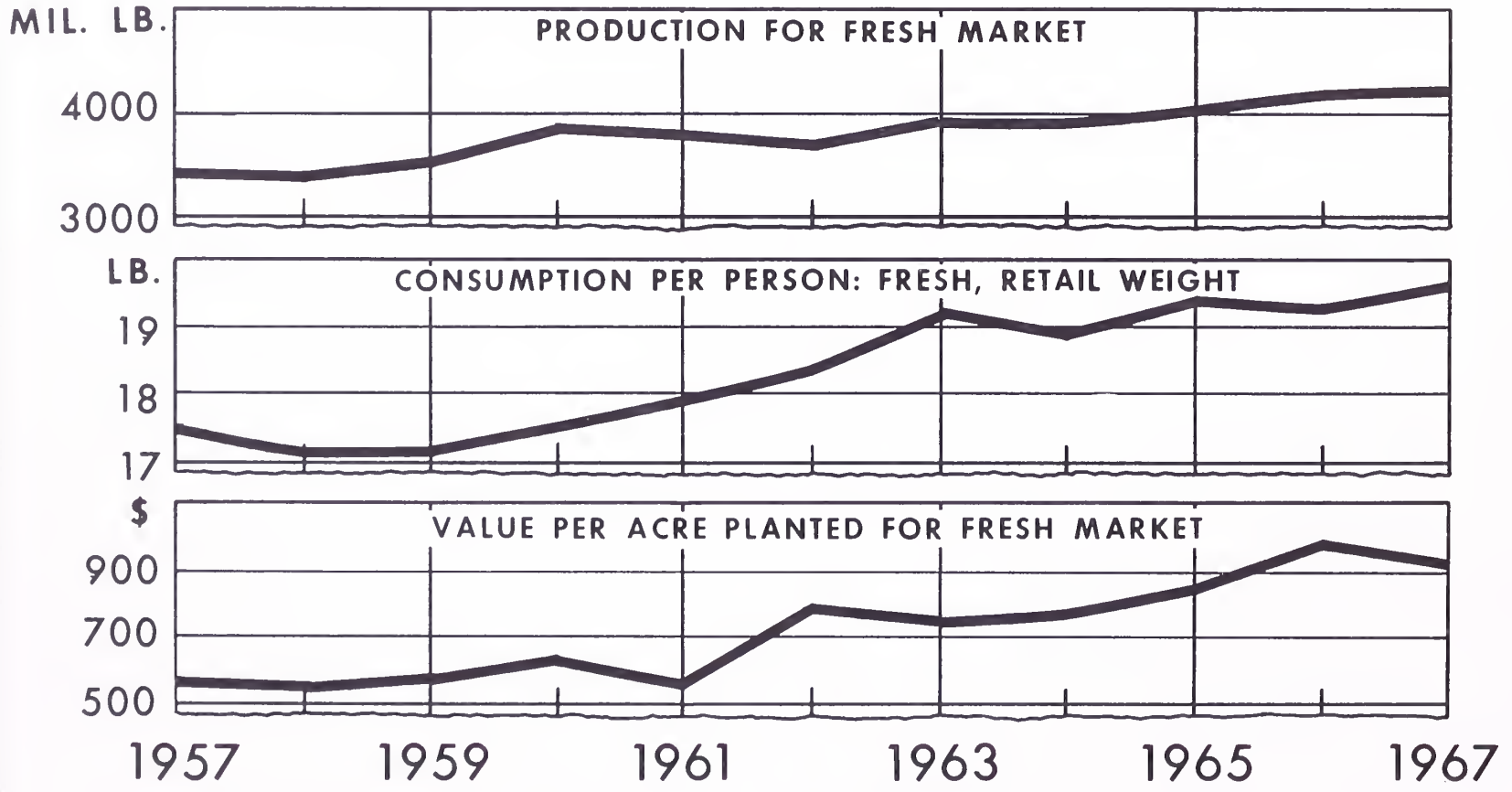
LETTUCE

U.S. Production, Consumption, and Value Per Acre



U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7538-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 15

Method of Analysis

The annual onion crop is principally harvested from about April 1 through September. Harvest normally begins with the early spring crop in Texas, and in May and June, extends to Arizona and California. During July and August, harvest becomes more widespread and includes New Jersey, Illinois, New Mexico, and Washington.

Production during the spring and early summer period usually accounts for a fourth to a third of the U.S. total. The remainder of annual production is the important late summer crop which is harvested from around mid-August into October. It usually comprises from two-thirds to three-fourths of total production. A number of States in the Eastern, Midwestern, and Western Regions grow late summer onions. A portion of this crop is stored so that its marketing season extends to April or May of the following year. The spring and early summer crop and the late summer crop are analyzed separately below.

Spring and Early Summer Onions

Production Areas and Markets

Although the annual onion harvest in Texas usually becomes active in early April, prices for that month were often incomplete so the season used in this report is May-August. Prices for August were also incomplete but were considered acceptable. Texas, California, and Arizona are the main supply areas during this period, generally furnishing about 80 percent of the total harvest (table 51). New Jersey, Washington, and a few other areas were used as needed to complete data through August.

Wholesale and retail prices were collected in three important markets—Boston, Chicago, and New York City.

Prices

The U.S. seasonal average retail price for spring and early summer onions fluctuated irregularly from 11.5 cents a pound in 1964 to 15.1 cents in 1966 (table 52). A comparison with table 51 reveals a fairly close inverse relationship of these prices with volume of production.

Seasonal average retail prices in Chicago were sometimes higher and sometimes lower than the U.S., but for the six seasons they averaged 13.8 cents a pound, compared with 13.5 cents for the United States. Retail prices in New York City were lower than in Chicago and the Nation, and for the six seasons averaged 12.2 cents a pound. For the four seasons that prices were available in Boston, they were usually close to U.S. price, averaging 0.1 cent higher.

Seasonal average wholesale prices were highest in New York City all seasons except 1965 and 1966 when they were highest in Boston. Wholesale prices were lowest in Chicago during all six seasons (tables 53, 54, and 55).

Wholesale-Retail Spread

Although the three-city seasonal average wholesale-retail spread decreased in 1963 and 1966, increases in other years were more than offsetting, resulting in a net gain of 24 percent over the six seasons (fig. 16).

The largest and smallest wholesale-retail spreads occurred in 1964 and 1966. In 1964 there was a sharp increase in production accompanied by price decreases at all levels in the marketing channel. But the price decrease was much less at retail than at wholesale, resulting in a large increase in the wholesale-retail spread to $3.05 per 50-pound sack or 58 percent of the retail value, a high for the six seasons. In contrast, in 1966 prices at all levels of the marketing channel rose in response to a reduction in production. But again the change at retail was considerably less than at wholesale, which caused a decrease in the wholesale-retail spread to $2.95, or 43 percent of retail—the smallest share during the six seasons. For the six seasons, this spread averaged nearly 52 percent of the retail value.

The spread was larger in Chicago than in New York City for all seasons, both in dollars per sack and as a percentage of retail value. For the six seasons, it averaged $3.75 or 58 percent in Chicago, compared with $2.67 or 46 percent in New York City (tables 56, 57, and 58).

Shipping Point-Wholesale Spread

The seasonal average shipping point-wholesale spread for the three cities fluctuated in a regular up-and-down pattern with a slight upward trend over the six seasons (fig. 16). The low point was 84 cents per

50-pound sack in 1963, and the high was $1.23 in 1966. The net increase over the six seasons was 7 percent.

As a percentage of retail value, this spread also fluctuated in a regular up-and-down pattern, but the first and last seasons were the same—17 percent. The low was 14 percent in 1965 and the high was 20 percent in 1964.

Grower and Packer Returns

Three-city seasonal average grower and packer returns were highly variable (fig. 16). Variations were inversely related to changes in production, except in 1963 when there was an increase despite a small increase in production. Grower and packer returns were largest in 1966—$2.67 per 50-pound sack; the crop that year was the smallest of the period.

Grower and packer returns expressed as a percentage of the retail value also fluctuated greatly—from 22 percent in 1964 to 39 percent in 1963 and 1966. The average for the six seasons was 32 percent.

Late Summer Onions

Production Areas and Markets

Prices for late summer onions were collected in the same three markets as prices for spring and early summer onions—Boston, Chicago, and New York City. The season used for the late summer crop, of which a considerable portion is stored, is September-April.

The important late summer crop is produced in a number of States, including California, Oregon, New York, Michigan, Idaho, and Colorado. However, in Boston and New York City, it was possible to price New York onions almost exclusively, so that production area was chosen. For the same reason—most complete data—Michigan onions were priced in Chicago. New York onions usually comprise a fourth of the total late summer crop and Michigan onions average around 13 percent (table 59).

Prices

Seasonal average prices are shown for the United States, Chicago, and New York City since 1962/63 and for Boston since '63/64.

The U.S. seasonal average retail price for late summer onions fluctuated irregularly over the five seasons from a low of 10.1 cents a pound in 1962/63 to a high of 13.8 cents in '66/67 (table 60).

Among the three markets, retail prices were lowest each season in New York City and generally highest in Boston. For the five seasons, the U.S. price averaged 11.4 cents a pound, compared with 10.3 cents in New York City, 11.2 cents in Chicago and 12.2 cents in Boston (four seasons).

In contrast, seasonal average wholesale prices were generally lowest in Boston. The highest wholesale prices were in Chicago during 1962/63-1964/65 and in New York City in 1965/66 and 1966/67 (tables 61, 62, and 63).

Wholesale-Retail Spread

The three-city seasonal average wholesale-retail spread increased in 1963/64 and '64/65, decreased in '65/66, and then moved to a new high in '66/67 (fig. 17). The net increase over the five seasons was 25 percent. All movements of this spread were in the same direction as retail price movements.

For the first four seasons of the period, this spread remained very stable as a percentage of the retail value ranging from 62 to 64 percent. In the last season of the period, it increased sharply. But the retail price increased even more, so as a percentage share it dropped to 53. For the five seasons, it averaged 61 percent of the retail value.

This spread was larger in Chicago than in New York City for all seasons in both dollars per sack and percent of retail value. For the five seasons it averaged $3.34 or 63 percent in Chicago, compared with $2.86 or 60 percent in New York City (tables 64, 65, and 66).

Shipping Point-Wholesale Spread

The three-city seasonal average shipping point-wholesale spread was a modest 30 cents or less per 50-pound sack for the first three seasons of the period (fig. 17). Only 5 to 7 percent of the retail value went to this spread during these seasons. Short distances from production areas to markets explains part of the relatively small size of this spread. However, an approximate doubling in size for the last two seasons suggest some adjustments were needed.

Grower and Packer Returns

Three-city seasonal average grower and packer returns varied considerably over the five seasons

(fig. 17). For the first three seasons, the variations were similar to those of retail value. Consequently, grower and packer returns as a percentage of retail remained quite stable at 30 to 32 percent. The following season, the growers' and packers' share dropped sharply to 24 percent; in 1966/67, it jumped sharply to 39 percent.

Production, Consumption, and Value Per Acre

Data and comments in this section pertain to total U.S. onion production.

Except for 1961, onion production was very stable from 1959 through 1964 (fig. 18). Following 1964, there were years of considerable fluctuation In 1964, production increased 8 percent; in 1966 it decreased 12 percent, and in 1967 increased 16 percent.

Per capita consumption has fluctuated within relatively narrow limits. Since 1957, consumption has ranged between 10.5 and 11.5 pounds per person. The downtrend common to many fresh vegetables is not indicated.

Although production and per capita consumption have held up relatively well, value per acre, nevertheless, has trended irregularly upward since 1959. The increase from $451 in 1959 to $953 in 1967 was 111 percent.

Table 51.--Onions: Production for fresh market and processing, spring and early summer crops, selected States and United States, 1962-67 1/

Year	Texas	California	Arizona	Other	Total
	1,000 cwt.				
1962	3,688	1,148	540	1,407	6,783
1963	3,813	1,105	630	1,395	6,943
1964	4,882	1,064	640	1,534	8,120
1965	3,963	1,188	712	1,409	7,272
1966	2,853	1,333	694	1,714	6,594
1967	4,980	1,596	1,036	2,170	9,782

1/ Includes crops harvested approximately from April 1 to mid-August.

Table 52.--Onions, dry yellow: Seasonal average retail prices, spring and early summer crops, United States and selected cities, 1962-67 1/

Market	1962	1963	1964	1965	1966	1967
	Cents per pound					
United States 2/	12.8	12.8	11.5	14.1	15.1	13.9
Boston 3/	---	---	11.9	14.6	*13.6	**14.0
Chicago 3/	14.1	**12.1	11.3	14.3	**16.6	14.1
New York City 3/	11.8	**11.8	10.7	13.2	**12.8	**13.1

1/ 4-month weighted average, May-August.
2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads.
3/ BLS city monthly prices weighted by city monthly unloads.

* 2-month average.
** 3-month average.

Table 53.--Onions, dry yellow: Value and price per sack, and grower and packer share of retail value, spring and early summer crops, Boston, by months and season, 1964-67 1/

Item	May	June	July	Aug.	Season avg.
			Dollars		
Value and price					
Retail value 2/					
1964	5.59	5.36	5.78	5.69	5.60
1965	5.88	7.52	7.71	7.10	6.87
1966	6.11	6.82	7.14	7.71	*6.39
1967	6.63	6.58	6.49	7.57	**6.58
Wholesale price 3/					
1964	2.00	2.08	2.12	4/1.88	2.01
1965	2.40	3.75	3.75	3.00	3.18
1966	4.75	2.88	3.88	5/3.25	*4.01
1967	2.55	2.70	2.75	5/2.88	**2.65
Shipping point (f.o.b.) price 6/					
1964	1.02	1.42	5/1.00	7/1.55	1.20
1965	1.43	8/2.62	5/2.44	9/2.40	2.10
1966	3.10	8/1.75	---	---	*2.57
1967	1.63	8/1.75	5/1.30	---	**1.58
			Percent		
Grower and packer share of retail value					
1964	18	27	17	27	21
1965	24	35	32	34	30
1966	51	26	--	--	*40
1967	25	27	20	--	**24

1/ U.S. No. 1, medium size, yellow globe or granex, 50-pound sack.
2/ Returns to retailer for salable onions (6-percent allowance for loss incurred during marketing)
3/ Origin same as shipping point except as indicated.
4/ New York.
5/ California.
6/ Texas, except as indicated.
7/ New Jersey.
8/ Arizona.
9/ Michigan.

* 2-month average.
** 3-month average.

Table 54.--Onions, dry yellow: Value and price per sack, and grower and packer share of retail value, spring and early summer crops, Chicago, by months and season, 1962-67 1/

Item	May	June	July	Aug.	Season avg.
			Dollars		
Value and price					
Retail value 2/					
1962	6.91	6.58	6.49	5.41	6.61
1963	5.36	6.02	6.16	6.63	*5.71
1964	5.17	5.36	5.55	5.55	5.34
1965	6.06	7.05	7.57	7.10	6.72
1966	8.13	7.52	6.86	8.13	*7.81
1967	6.58	6.58	6.77	7.43	6.64
Wholesale price 3/					
1962	3.00	3.00	2.30	4/1.80	2.72
1963	2.50	3.40	3.38	5/2.25	*2.92
1964	1.70	2.10	2.10	5/1.75	1.91
1965	2.20	6/2.85	3.50	2.50	2.72
1966	4.00	2.50	3.08	4/3.00	*3.60
1967	2.50	2.50	2.42	5/2.75	2.48
Shipping point (f.o.b.) price 6/					
1962	2.01	2.25	7/1.30	8/1.50	1.84
1963	2.02	2.74	7/2.11	---	*2.17
1964	1.02	1.42	7/1.00	9/1.55	1.14
1965	1.43	7/2.41	7/2.44	5/2.40	1.92
1966	3.10	1.72	7/1.95	---	*2.68
1967	1.63	1.42	7/1.30	9/2.00	1.51
			Percent		
Grower and packer share of retail value					
1962	29	34	20	28	28
1963	38	45	34	--	*38
1964	20	26	18	28	21
1965	23	34	32	34	28
1966	38	23	28	--	*34
1967	25	22	19	27	23

1/ U.S. No. 1, medium size, yellow globe or granex, 50-pound sack. 2/ Return to retailer for salable onions (6-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point except as indicated. 4/ Illinois. 5/ Michigan. 6/ Texas, except as indicated. 7/ California. 8/ Washington. 9/ New Jersey.

* 3-month average.

Table 55.--Onions, dry yellow: Value and price per sack, and grower and packer share of retail value, spring and early summer crops, New York City, by months and season, 1962-67 1/

Item	May	June	July	Aug.	Season avg.
Value and price			Dollars		
Retail value 2/					
1962	5.50	5.83	5.41	4.98	5.52
1963	5.12	6.20	6.30	5.83	*5.55
1964	4.94	5.08	5.41	5.12	5.05
1965	5.45	7.05	7.38	5.92	6.20
1966	5.55	6.86	7.00	7.71	*6.00
1967	6.06	6.20	6.30	6.49	*6.16
Wholesale price 3/					
1962	3.25	3.25	2.75	4/1.88	3.07
1963	2.75	3.75	3.50	5/2.15	*3.10
1964	2.50	2.30	2.50	1.60	2.40
1965	2.40	3.88	3.38	5/2.88	3.06
1966	4.25	3.10	3.88	5/2.85	*4.00
1967	2.70	3.00	6/2.75	7/2.88	*2.81
Shipping point (f.o.b.) price 8/					
1962	2.01	2.25	7/1.30	9/1.50	1.99
1963	2.02	2.74	7/2.11	---	*2.20
1964	1.02	1.42	7/1.00	4/1.55	1.15
1965	1.43	6/2.62	7/2.44	10/2.40	2.16
1966	3.10	1.72	7/1.95	---	*2.69
1967	1.63	6/1.75	7/1.30	---	*1.59
Grower and packer share of retail value			Percent		
1962	36	39	24	30	36
1963	40	44	34	--	*40
1964	21	28	18	30	23
1965	26	37	33	41	35
1966	56	25	28	--	*45
1967	27	28	21	--	*26

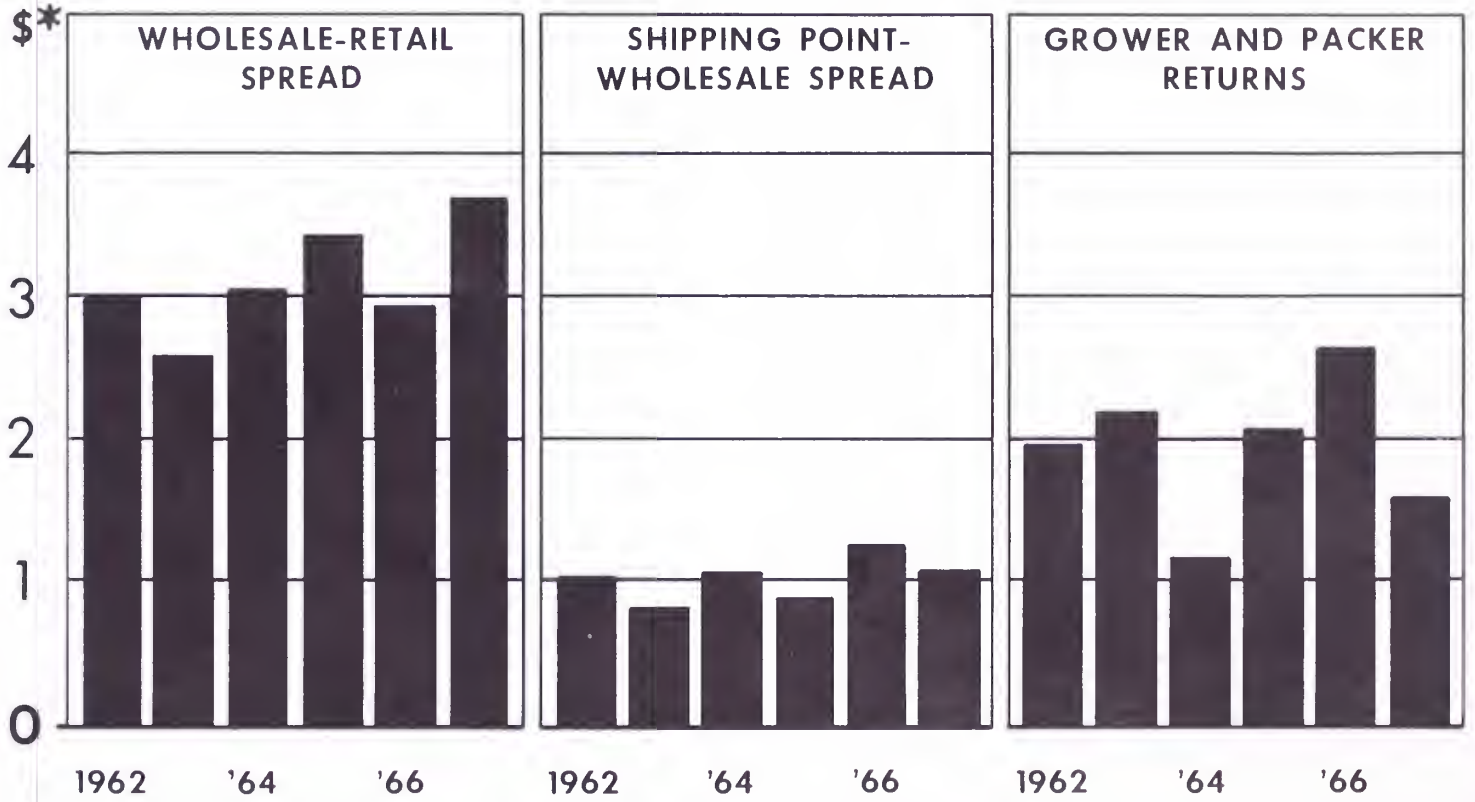
1/ U.S. No. 1, medium size, yellow globe, or granex, 50-pound sack. 2/ Return to retailer for salable onions (6-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point except as indicated. 4/ New Jersey. 5/ New York. 6/ Arizona. 7/ California. 8/ Texas, except as indicated. 9/ Washington. 10/ Michigan.

* 3-month average.

Seasonal Average Spreads

SPRING AND EARLY SUMMER ONIONS

Boston, Chicago, and New York City



SEASON: MAY TO AUGUST

* *DOLLARS PER 50-POUND SACK, U.S. NO. 1, MEDIUM SIZE, DRY YELLOW GLOBE OR GRANEX.*

U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7539-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 16

Table 56.--Onions, dry yellow: Spread per sack and as a percentage of retail value, spring and early summer crops, Boston, by months and season, 1964-67 1/

Spreads	May	June	July	Aug.	Season avg.
			Dollars		
Wholesale-retail					
1964	3.59	3.28	3.66	3.81	3.59
1965	3.48	3.77	3.96	4.10	3.69
1966	1.36	3.94	3.26	4.46	*2.38
1967	4.08	3.88	3.74	4.69	**3.93
Shipping point-wholesale					
1964	.98	.66	1.12	.33	.81
1965	.97	1.13	1.31	.60	1.08
1966	1.65	1.13	---	---	*1.44
1967	.92	.95	1.45	---	**1.07
			Percent		
Wholesale-retail as a percentage of retail value					
1964	64	61	63	67	64
1965	59	50	51	58	54
1966	22	58	46	58	*37
1967	61	59	58	62	**60
Shipping point-wholesale as a percentage of retail value					
1964	18	12	20	6	15
1965	17	15	17	8	16
1966	27	16	--	--	*23
1967	14	14	22	--	**16

1/ U.S. No. 1, medium size, yellow globe or granex, 50-pound sack.

* 2-month average.
** 3-month average.

Table 57.--Onions, dry yellow: Spread per sack and as a percentage of retail value, spring and early summer crops, Chicago, by months and season, 1962-67 1/

Spreads	May	June	July	Aug.	Season avg.
			Dollars		
Wholesale-retail					
1962	3.91	3.58	4.19	3.61	3.89
1963	2.86	2.62	2.78	4.38	*2.79
1964	3.47	3.26	3.45	3.80	3.43
1965	3.86	4.20	4.07	4.60	4.00
1966	4.13	5.02	3.78	5.13	*4.21
1967	4.08	4.08	4.35	4.68	4.16
Shipping point-wholesale					
1962	.99	.75	1.00	.30	.88
1963	.48	.66	1.27	---	*.75
1964	.68	.68	1.10	.20	.77
1965	.77	.44	1.06	.10	.80
1966	.90	.78	1.13	---	*.92
1967	.87	1.08	1.12	.75	.97
			Percent		
Wholesale-retail as a percentage of retail value					
1962	57	55	65	67	59
1963	53	44	45	66	*49
1964	67	61	62	68	64
1965	64	60	54	65	60
1966	51	67	55	63	*54
1967	62	62	64	63	63
Shipping point-wholesale as a percentage of retail value					
1962	14	11	15	5	13
1963	9	11	21	--	*13
1964	13	13	20	4	15
1965	13	6	14	1	12
1966	11	10	17	--	*12
1967	13	16	17	10	14

1/ U.S. No. 1, medium size, yellow globe or granex, 50-pound sack.

* 3-month average.

Table 58.--Onions, dry yellow: Spread per sack and as a percentage of retail value, spring and early summer crops, New York City, by months and season, 1962-67 1/

Spreads	May	June	July	Aug.	Season avg.
			Dollars		
Wholesale-retail					
1962	2.25	2.58	2.66	3.10	2.45
1963	2.37	2.45	2.80	3.68	*2.45
1964	2.44	2.78	2.91	3.52	2.65
1965	3.05	3.17	4.00	3.04	3.14
1966	1.30	3.76	3.12	4.86	*2.00
1967	3.36	3.20	3.55	3.61	*3.35
Shipping point-wholesale					
1962	1.24	1.00	1.45	.38	1.08
1963	.73	1.01	1.39	---	*.90
1964	1.48	.88	1.50	.05	1.25
1965	.97	1.26	.94	.48	.90
1966	1.15	1.38	1.93	---	*1.31
1967	1.07	1.25	1.45	---	*1.22
			Percent		
Wholesale-retail as a percentage of retail value					
1962	41	44	49	62	44
1963	46	40	44	63	*44
1964	49	55	54	69	52
1965	56	45	54	51	51
1966	23	55	44	63	*33
1967	55	52	56	56	*54
Shipping point-wholesale as a percentage of retail value					
1962	23	17	27	8	20
1963	14	16	22	--	*16
1964	30	17	28	1	25
1965	18	18	13	8	14
1966	21	20	28	--	*22
1967	18	20	23	--	*20

1/ U.S. No. 1, medium size, yellow globe or granex, 50-pound sack.

* 3-month average.

Table 59.--Onions: Production for fresh market and processing, late summer crop, selected States and United States, 1962-67 1/

Year	New York	Michigan	Other	United States
	1,000 cwt.			
1962	4,964	2,580	11,446	18,990
1963	4,819	2,698	11,312	18,829
1964	4,480	2,400	10,947	17,827
1965	5,412	2,700	12,686	20,798
1966	3,602	2,291	12,256	18,149
1967	4,200	2,240	12,587	19,027

1/ Includes crops harvested from mid-August through September.

Table 60.--Onions, dry yellow: Seasonal average retail prices, late summer crops, United States and selected cities, 1962/63-1966/67 1/

Market	1962/63	1963/64	1964/65	1965/66	1966/67
	Cents per pound				
United States 2/	10.1	11.4	10.9	10.7	13.8
Boston 3/	---	11.6	12.0	11.2	13.8
Chicago 3/	9.4	10.8	11.0	10.2	15.0
New York City 3/	9.0	10.1	10.1	9.1	13.1

1/ 8-month weighted average, September-April.
2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads.
3/ BLS city monthly prices weighted by city monthly unloads.

Table 61.--Onions, dry yellow: Value and price per sack, and grower and packer share of retail value, late summer crops, Boston, by months and season, 1963/64-1966/67 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
Value and price				Dollars					
Retail value 2/									
1963/64	5.64	5.22	5.31	5.55	5.55	5.59	5.45	5.55	5.46
1964/65	5.50	5.69	5.64	5.64	5.69	5.69	5.69	5.92	5.65
1965/66	5.50	5.17	4.94	4.79	4.75	5.40	5.55	5.88	5.26
1966/67	6.77	6.67	6.49	6.25	6.06	7.00	6.82	6.77	*6.47
Wholesale price 3/									
1963/64	1.55	1.62	1.70	1.95	1.88	1.62	1.58	1.62	1.68
1964/65	1.60	2.00	2.00	1.95	1.95	1.75	1.50	1.75	1.82
1965/66	1.40	1.35	1.15	1.15	1.10	1.87	1.50	1.45	1.37
1966/67	4/2.25	4/2.62	2.50	2.75	3.25	3.70	3.50	2.12	*2.98
Shipping point (f.o.b.) price 4/									
1963/64	1.25	1.44	1.50	1.90	1.81	1.70	1.54	5/1.10	1.54
1964/65	1.30	1.80	1.80	1.72	1.70	1.44	1.32	1.60	1.58
1965/66	1.06	1.12	.87	.89	.84	1.23	1.31	1.28	1.07
1966/67	---	---	2.36	2.43	2.82	3.40	5/2.78	5/1.76	*2.64
Grower and packer share of retail value				Percent					
1963/64	22	28	28	34	33	30	28	20	28
1964/65	24	32	32	31	30	25	23	27	28
1965/66	19	22	17	19	18	23	24	22	20
1966/67	--	--	36	39	47	49	41	26	*41

1/ U.S. No.1, medium size, yellow globe or granex, 50-pound sack.
2/ Returns to retailer for salable onions (6-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point.
4/ New York, except as indicated.
5/ Michigan.

* 6-month average.

Table 62.--Onions, dry yellow: Value and price per sack, and grower and packer share of retail value, late summer crops, Chicago, by months and season, 1962/63-1966/67 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
Value and price				Dollars					
Retail value 2/									
1962/63	4.94	4.51	4.37	4.23	4.18	4.32	4.46	4.70	4.43
1963/64	5.36	4.84	4.70	5.03	5.08	5.26	5.26	5.03	5.06
1964/65	5.17	5.17	5.08	5.36	5.03	5.17	4.94	5.55	5.17
1965/66	5.92	5.40	5.17	4.70	4.28	4.56	4.65	5.03	4.80
1966/67	7.33	6.77	6.58	6.72	6.72	7.10	7.00	7.14	7.06
Wholesale price 3/									
1962/63	1.58	1.48	1.45	1.45	1.45	2.00	1.75	1.85	1.60
1963/64	1.85	1.75	1.95	2.10	2.00	1.80	2.00	1.65	1.91
1964/65	1.75	2.00	2.15	2.10	2.00	1.65	1.35	1.45	1.88
1965/66	1.95	1.65	1.45	1.25	1.20	1.60	1.45	2.50	1.57
1966/67	2.70	2.60	2.70	2.75	3.00	3.90	3.15	2.80	2.88
Shipping point (f.o.b.) price 4/									
1962/63	1.21	1.26	1.12	1.15	1.08	1.82	1.32	1.40	1.27
1963/64	1.45	1.43	1.54	1.80	1.72	1.50	1.80	1.10	1.58
1964/65	1.53	1.62	1.78	1.64	1.51	1.20	.98	1.01	1.48
1965/66	1.37	1.14	.99	.78	.74	1.16	1.08	1.74	1.08
1966/67	2.10	2.28	2.19	2.35	2.68	3.40	2.78	5/2.04	2.23
Grower and packer share of retail value				Percent					
1962/63	25	28	26	27	26	42	29	30	29
1963/64	27	29	33	36	34	28	34	22	31
1964/65	30	31	35	30	30	23	20	18	28
1965/66	23	21	19	17	17	25	23	35	23
1966/67	29	34	33	35	40	48	40	28	32

1/ U.S. No.1, medium size, yellow globe or granex, 50-pound sack. 2/ Return to retailer for salable onions (6-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Michigan, except as indicated. 5/ Texas.

Table 63.--Onions, dry yellow: Value and price per sack, and grower and packer share of retail value, late summer crops, New York City, by months and season, 1962/63-1966/67 1/

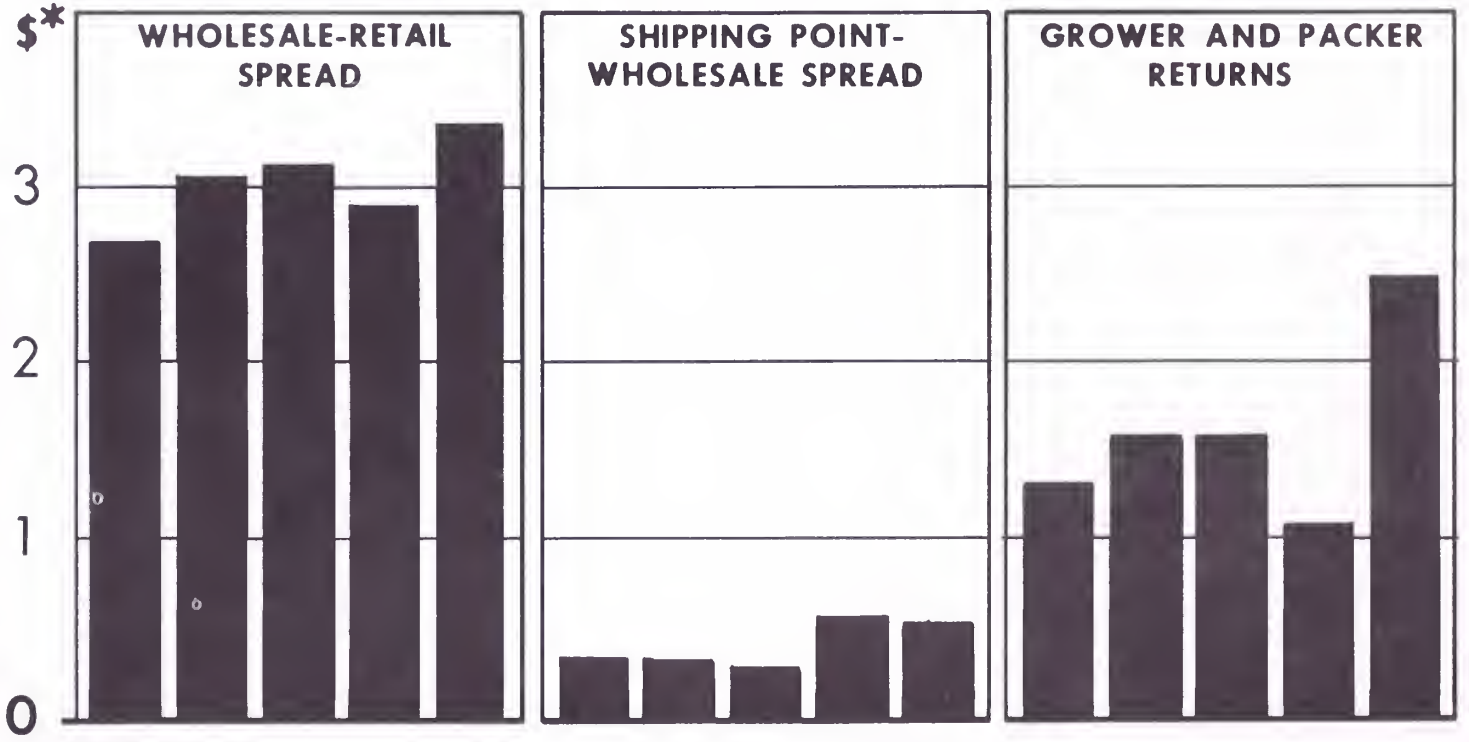
Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
Value and price				Dollars					
Retail value 2/									
1962/63	4.09	4.04	3.90	3.85	4.18	4.61	4.65	4.75	4.23
1963/64	4.46	4.37	4.37	5.08	5.08	4.79	4.94	4.89	4.74
1964/65	4.51	4.84	4.84	4.84	4.79	4.84	4.61	5.03	4.77
1965/66	4.42	4.18	3.95	3.81	3.90	4.51	4.56	4.84	4.28
1966/67	5.73	6.06	5.83	5.88	6.20	6.91	6.77	6.11	6.15
Wholesale price 3/									
1962/63	1.45	1.30	1.32	1.45	1.55	2.08	1.72	1.83	1.56
1963/64	1.65	1.50	1.80	2.15	2.07	1.92	1.90	1.65	1.83
1964/65	1.45	1.87	2.00	1.85	1.90	1.80	1.70	2.20	1.82
1965/66	1.30	2.00	1.90	1.25	1.05	1.85	1.67	2.10	1.64
1966/67	4/2.40	4/2.75	2.70	2.88	3.20	4.40	3.40	2.60	3.01
Shipping point (f.o.b.) price 5/									
1962/63	1.20	1.13	.98	1.29	1.18	1.44	1.40	1.60	1.26
1963/64	1.25	1.44	1.50	1.90	1.81	1.70	1.54	1.24	1.55
1964/65	1.30	1.80	1.80	1.72	1.70	1.44	1.32	1.60	1.58
1965/66	1.06	1.12	.87	6/.78	.84	1.23	1.31	1.28	1.07
1966/67	6/2.10	6/2.28	2.36	2.43	2.82	3.40	2.88	2.40	2.55
Grower and packer share of retail value				Percent					
1962/63	29	28	25	34	28	31	30	34	30
1963/64	28	33	34	37	36	35	31	25	33
1964/65	29	37	37	35	36	30	29	32	33
1965/66	24	27	22	21	22	27	29	26	25
1966/67	37	38	40	41	46	49	42	39	41

1/ U.S. No.1, medium size, yellow globe or granex, 50-pound sack. 2/ Return to retailer for salable onions (6-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point except as indicated. 4/ New York. 5/ New York, except as indicated. 6/ Michigan.

Seasonal Average Spreads

LATE SUMMER ONIONS

Boston, Chicago, and New York City



SEASON: SEPTEMBER TO APRIL

* *DOLLARS PER 50-POUND SACK, U.S. NO. 1, MEDIUM SIZE, DRY YELLOW GLOBE OR GRANEX.*

U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7540-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 17

Table 64.--Onions, dry yellow: Spread per sack and as a percentage of retail value, late summer crops, Boston, by months and season, 1963/64-1966/67 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
					Dollars				
Wholesale-retail									
1963/64	4.09	3.60	3.61	3.60	3.67	3.97	3.87	3.93	3.78
1964/65	3.90	3.69	3.64	3.69	3.74	3.94	4.19	4.17	3.83
1965/66	4.10	3.82	3.79	3.64	3.65	3.53	4.05	4.43	3.89
1966/67	4.52	4.05	3.99	3.50	2.81	3.30	3.32	4.65	*3.49
Shipping point-wholesale									
1963/64	.30	.18	.20	.05	.07	-.08	.04	.52	.14
1964/65	.30	.20	.20	.23	.25	.31	.18	.15	.24
1965/66	.34	.23	.28	.26	.26	.64	.19	.17	.30
1966/67	---	---	.14	.32	.43	.30	.72	.36	*.34
					Percent				
Wholesale-retail as a percentage of retail value									
1963/64	73	69	68	65	66	71	71	71	69
1964/65	71	65	64	65	66	69	74	70	68
1965/66	75	74	77	76	77	65	73	75	74
1966/67	67	61	62	56	46	47	49	69	*54
Shipping point-wholesale as a percentage of retail value									
1963/64	5	3	4	1	1	-1	1	9	3
1964/65	5	3	4	4	4	6	3	3	4
1965/66	6	4	6	5	5	12	3	3	6
1966/67	--	--	2	5	7	4	10	5	*5

1/ U.S. No.1, medium size, yellow globe or granex, 50-pound sack.

* 6-month average.

Table 65.--Onions, dry yellow: Spread per sack and as a percentage of retail value, late summer crops, Chicago, by months and season, 1962/63-1966/67 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
					Dollars				
Wholesale-retail:									
1962/63	3.36	3.03	2.92	2.78	2.73	2.32	2.71	2.85	2.83
1963/64	3.51	3.09	2.75	2.93	3.08	3.46	3.26	3.38	3.15
1964/65	3.42	3.17	2.93	3.26	3.03	3.52	3.59	4.10	3.29
1965/66	3.97	3.75	3.72	3.45	3.10	2.96	3.20	2.53	3.23
1966/67	4.63	4.17	3.88	3.97	3.72	3.20	3.85	4.34	4.18
Shipping point-wholesale									
1962/63	.37	.22	.33	.30	.37	.18	.43	.45	.33
1963/64	.40	.32	.41	.30	.28	.30	.20	.55	.33
1964/65	.22	.38	.37	.46	.49	.45	.37	.44	.40
1965/66	.58	.51	.46	.47	.46	.44	.37	.76	.49
1966/67	.60	.32	.51	.40	.32	.50	.37	.76	.65
					Percent				
Wholesale-retail as a percentage of retail value									
1962/63	68	67	67	66	65	54	61	61	64
1963/64	66	64	58	58	61	66	62	67	62
1964/65	66	62	58	61	60	68	73	74	64
1965/66	67	70	72	73	72	65	69	50	67
1966/67	63	61	59	59	55	45	55	61	59
Shipping point-wholesale as a percentage of retail value									
1962/63	7	5	7	7	9	4	10	9	7
1963/64	7	7	9	6	5	6	4	11	7
1964/65	4	7	7	9	10	9	7	8	8
1965/66	10	9	9	10	11	10	8	15	10
1966/67	8	5	8	6	5	7	5	11	9

1/ U.S. No. 1, medium size, yellow globe or granex, 50-pound sack.

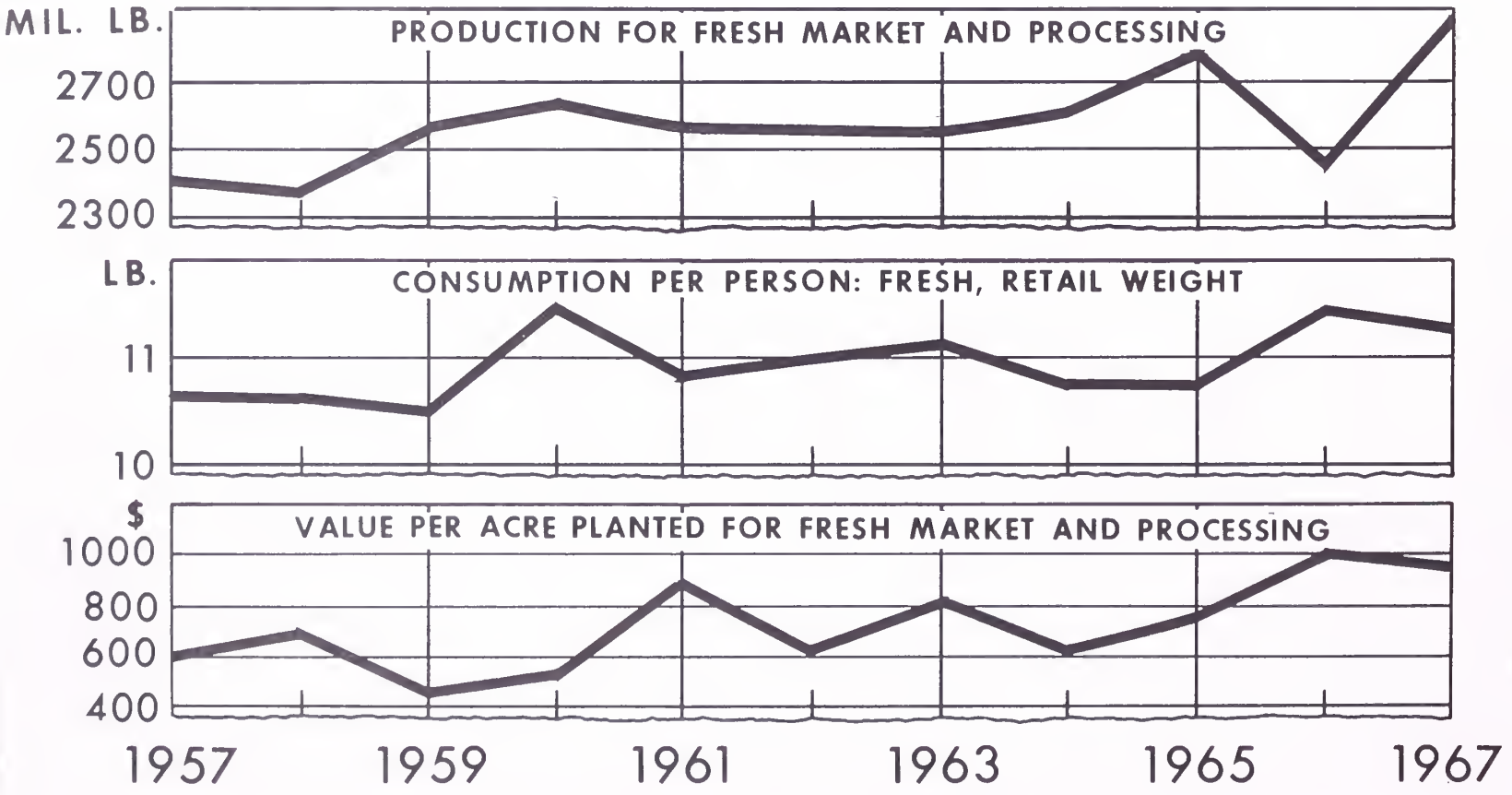
Table 66.--Onions, dry yellow: Spread per sack and as a percentage of retail value, late summer crops, New York City, by months and season, 1962/63-1966/67 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
					Dollars				
Wholesale-retail									
1962/63	2.64	2.74	2.58	2.40	2.63	2.53	2.93	2.92	2.67
1963/64	2.81	2.87	2.57	2.93	3.01	2.87	3.04	3.24	2.91
1964/65	3.06	2.97	2.84	2.99	2.89	3.04	2.91	2.83	2.95
1965/66	3.12	2.18	2.05	2.56	2.85	2.66	2.89	2.74	2.64
1966/67	3.33	3.31	3.13	3.00	3.00	2.51	3.37	3.51	3.14
Shipping point-wholesale									
1962/63	.25	.17	.34	.16	.37	.64	.32	.23	.30
1963/64	.40	.06	.30	.25	.26	.22	.36	.41	.28
1964/65	.15	.07	.20	.13	.20	.36	.38	.60	.24
1965/66	.24	.88	1.03	.47	.21	.62	.36	.82	.57
1966/67	.30	.47	.34	.45	.38	1.00	.52	.20	.46
					Percent				
Wholesale-retail as a percentage of retail value									
1962/63	65	68	66	62	63	55	63	61	63
1963/64	63	66	59	58	59	60	62	66	61
1964/65	68	61	59	62	60	63	63	56	62
1965/66	71	52	52	67	73	59	63	57	62
1966/67	58	54	54	51	48	36	50	58	51
Shipping point-wholesale as a percentage of retail value									
1962/63	6	4	9	4	9	14	7	5	7
1963/64	9	1	7	5	5	5	7	9	6
1964/65	3	2	4	3	4	7	8	12	5
1965/66	5	21	26	12	5	14	8	17	13
1966/67	5	8	6	8	6	15	8	3	8

1/ U.S. No.1, medium size, yellow globe or granex, 50-pound sack.

ONIONS

U.S. Production, Consumption, and Value Per Acre



U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7541-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 18

GREEN PEPPERS

Production Areas and Markets

The prices and spreads included in this report are for Florida green peppers. Florida leads in green pepper production, usually accounting for 35 to 40 percent of the annual U.S. output (table 67). Most of the Florida crop is marketed from January through June, the season covered in this study. During most of that 6-month period, Florida is about the only domestic source of peppers, although in some months imports claim as much as one-fourth of the market.

Although green peppers are sold throughout the United States, by far the most important market is New York City. Wholesale and retail prices were collected in that city and in Chicago, the leading market in the Midwest.

Prices

Six-month (January-June) seasonal average retail prices are shown for the United States, Chicago, and New York City during 1964-67 (table 68).

The U.S. seasonal average price (as well as prices in Chicago and New York City) declined in 1965, increased the following season and then declined again in 1967. For the United States, there was a net increase of about 2 percent over the four seasons. In New York City, there was an increase of 3 percent, but in Chicago there was a net decrease of nearly 8 percent. For the four seasons, prices in New York City averaged 4.9 cents a pound less than the U.S. average and in Chicago they averaged 1.2 cents higher.

Seasonal average retail and wholesale prices were both lower and more stable in New York City than in Chicago (tables 69 and 70). Within the seasons, monthly price variations were closely related (inversely) to variations in the supply (table 67). For example, the relatively low prices during January, February, and March of 1965 were associated with a large Florida winter crop. However, a small spring crop followed which was reflected in the relatively high prices in April, May, and June.

Wholesale-Retail Spread

Seasonal two-city average wholesale-retail spreads ranged from $3.85 per bushel in 1965 to $4.45 in 1966 (fig. 19). This spread moved with the retail price each season and like the price, exhibited no discernible trend. As a percentage of the retail value, it dropped from 45 percent in 1964 to 41 percent in 1965 and remained near that level for the next two seasons.

This spread was considerably larger in Chicago than in New York City, which is contrary to the situation for most vegetables (tables 71 and 72). However, in contrast to relative stability in New York City, Chicago experienced a downtrend, so that by 1967 the difference between the markets was reduced, especially on a percentage of retail value basis.

Shipping Point-Wholesale Spread

The average two-city shipping point-wholesale spread was much smaller than the other spreads (fig. 19). But it increased in size substantially in 1965-66 and then decreased in 1967 to $1.01 per bushel. As a percentage of the retail value, it increased from 7 percent in 1964 to 10 percent in 1965 and remained at that level for the next two seasons.

In all seasons except 1964, this spread was larger in Chicago than in New York City; this is consistent with the larger transportation charge from Florida to Chicago. However, in Chicago this spread was much more closely correlated to price movements than to the more stable transportation costs which are a substantial portion of this spread.

Grower and Packer Return

Two-city average grower and packer returns fluctuated with retail prices so that over the period they ranged narrowly from 47 to 49 percent of the retail value. Like price, they had no discernible trend (fig. 19). Each season the grower and packer return was larger than the wholesale-retail spread or the shipping point-wholesale spread.

Production, Consumption, and Value Per Acre

During the 11-year period 1957-67, total U.S. production of green peppers moved irregularly upward for a net gain of more than 34 percent (fig. 20). Production in Florida followed a similar pattern. Per capita consumption of peppers has trended slowly upward for a number of years. It took 30 years—1919 to 1949—to go from 1 to 2 pounds per person. By 1957 it was 2.1 pounds. Since then it has fluctuated between 2.1 and 2.4 pounds.

Changes in production relative to demand were such that prices to growers trended upward also. That, together with increases in yields, resulted in a sharp increase in value per acre—from $602 in 1957 to $883 in 1967, or about 47 percent.

Table 67.--Peppers, green: Production for fresh market and processing, Florida and United States, 1964-67

Year	Florida			United States 1/
	Winter	Spring	Fall	
	1,000 cwt.			
1964	644	640	2/187	3,891
1965	3/735	558	112	4,092
1966	4/595	5/840	171	4,101
1967	746	700	288	4,351

1/ Data for 1964, 1965, and 1966 contain small quantities not marketed.
2/ Includes 17,000 cwt. not marketed.
3/ Includes 53,000 cwt. not marketed.
4/ Includes 13,000 cwt. not marketed.
5/ Includes 28,000 cwt. not marketed.

Table 68.--Peppers, green: Seasonal average retail prices, United States and selected cities, 1964-67 1/

Market	1964	1965	1966	1967
	Cents per pound			
United States 2/	39.0	38.5	41.1	39.9
Chicago 3/	41.9	38.7	43.9	38.7
New York City 3/	34.2	33.0	36.2	35.3

1/ 6-month weighted average, January-June.
2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads.
3/ BLS city monthly prices weighted by city monthly unloads.

Table 69.--Peppers, green: Value and price per bushel, and grower and packer share of retail value, Chicago, by months and season, 1964-67 1/

Item	Jan.	Feb.	Mar.	Apr.	May	June	Season avg.
Value and price				Dollars			
Retail value 2/							
1964	11.56	12.09	11.04	12.09	11.15	10.76	11.55
1965	8.69	8.06	9.44	13.74	14.13	11.73	10.67
1966	11.40	12.83	12.42	15.73	11.10	10.21	12.12
1967	10.93	9.25	10.24	9.94	12.23	10.49	10.69
Wholesale price							
1964	4.50	5.25	5.50	5.50	5.35	6.25	5.26
1965	4.00	3.50	5.25	8.25	8.00	5.25	5.55
1966	7.75	6.75	5.25	10.50	4.50	6.25	6.64
1967	7.25	5.25	5.25	6.50	7.35	4.35	6.23
Shipping point (f.o.b.) price							
1964	3.78	4.40	5.22	5.25	4.68	5.03	4.66
1965	2.69	2.47	3.44	7.35	7.30	4.30	4.43
1966	5.00	5.00	4.00	8.00	3.75	4.20	4.89
1967	6.00	4.00	4.12	4.62	6.00	3.90	4.94
Grower and packer share of retail value				Percent			
1964	33	36	47	43	42	47	40
1965	31	31	37	53	52	37	42
1966	44	39	32	51	34	41	40
1967	55	43	40	46	49	37	46

1/ Florida, 30 pounds net weight per bushel.
2/ Returns to retailer for salable peppers (8-percent allowance for loss incurred during marketing).

Table 70.--Peppers, green: Value and price per bushel, and grower and packer share of retail value, New York City, by months and season, 1964-67 1/

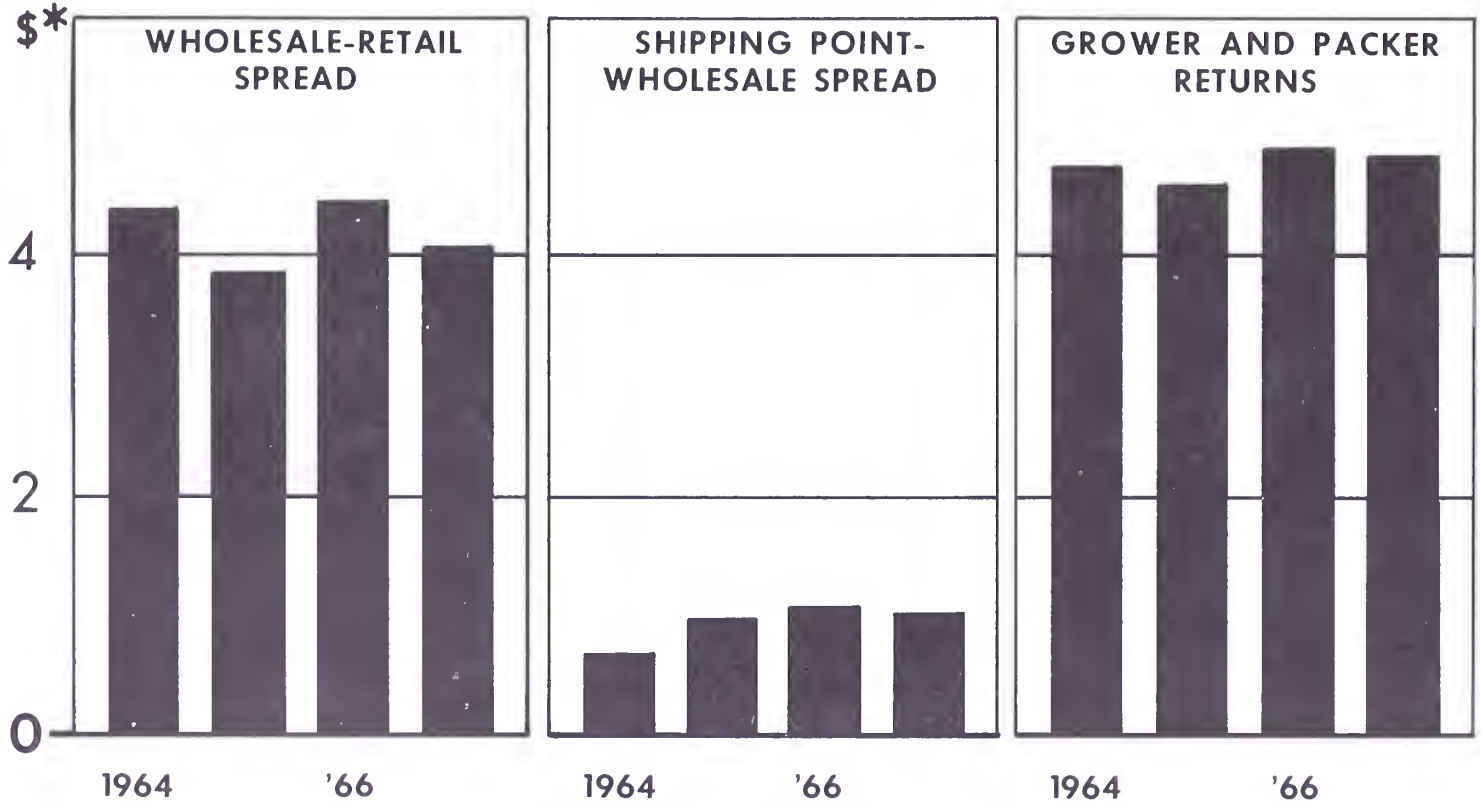
Item	Jan.	Feb.	Mar.	Apr.	May	June	Season avg.
Value and price				Dollars			
Retail value 2/							
1964	8.80	9.08	9.30	9.33	8.97	10.79	9.44
1965	7.37	7.98	8.20	11.29	11.04	8.61	9.11
1966	10.02	11.04	10.24	11.70	8.69	9.11	9.98
1967	9.80	8.94	9.69	9.58	10.68	9.58	9.76
Wholesale price:							
1964	4.25	4.75	5.25	5.25	5.25	7.50	5.49
1965	4.00	3.75	4.25	9.00	8.00	4.25	5.59
1966	6.25	6.00	4.75	9.00	4.75	4.75	5.79
1967	7.00	5.25	4.75	6.75	6.25	4.75	5.77
Shipping point (f.o.b.) price							
1964	3.78	4.40	5.22	5.25	4.68	5.03	4.76
1965	2.69	2.47	3.44	7.35	7.30	4.30	4.63
1966	5.00	5.00	4.00	8.00	3.75	4.20	4.89
1967	6.00	4.00	4.12	4.62	6.00	3.90	4.82
Grower and packer share of retail value				Percent			
1964	43	48	56	56	52	47	50
1965	36	31	42	65	66	50	51
1966	50	45	39	68	43	46	49
1967	61	45	42	48	56	41	49

1/ Florida, 30 pounds net weight per bushel.
2/ Returns to retailer for salable peppers (8-percent allowance for loss incurred during marketing).

Seasonal Average Spreads

GREEN PEPPERS

Chicago and New York City



SEASON: JANUARY TO JUNE

*DOLLARS PER 30 POUND BUSHEL BASKET.

U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7542-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 19

Table 71.--Peppers, green: Spread per bushel and as a percentage of retail value, Chicago, by months and season, 1964-67 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	Season avg.
				Dollars			
Wholesale-retail							
1964	7.06	6.84	5.54	6.59	5.80	4.51	6.29
1965	4.69	4.56	4.19	5.49	6.13	6.48	5.12
1966	3.65	6.08	7.17	5.23	6.60	3.96	5.48
1967	3.68	4.00	4.99	3.44	4.88	6.14	4.46
Shipping point-wholesale							
1964	.72	.85	.28	.25	.67	1.22	.60
1965	1.31	1.03	1.81	.90	.70	.95	1.12
1966	2.75	1.75	1.25	2.50	.75	2.05	1.75
1967	1.25	1.25	1.13	1.88	1.35	.45	1.29
				Percent			
Wholesale-retail as a percentage of retail value							
1964	61	57	50	55	52	42	55
1965	54	56	44	40	43	55	48
1966	32	47	58	33	59	39	45
1967	34	43	49	35	40	59	42
Shipping point-wholesale as a percentage of retail value							
1964	6	7	3	2	6	11	5
1965	15	13	19	7	5	8	10
1966	24	14	10	16	7	20	15
1967	11	14	11	19	11	4	12

1/ Florida, 30 pounds net weight per bushel.

Table 72.--Peppers, green: Spread per bushel and as a percentage of retail value, New York City, by months and season, 1964-67 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	Season avg.
				Dollars			
Wholesale-retail							
1964	4.55	4.33	4.05	4.08	3.72	3.29	3.95
1965	3.37	4.23	3.95	2.29	3.04	4.36	3.52
1966	3.77	5.04	5.49	2.70	3.94	4.36	4.19
1967	2.80	3.69	4.94	2.83	4.43	4.83	3.99
Shipping point-wholesale							
1964	.47	.35	.03	0.00	.57	2.47	.73
1965	1.31	1.28	.81	1.65	.70	-.05	.96
1966	1.25	1.00	.75	1.00	1.00	.55	.90
1967	1.00	1.25	.63	2.13	.25	.85	.95
				Percent			
Wholesale-retail as a percentage of retail value							
1964	52	48	44	44	42	30	42
1965	46	53	48	20	28	51	39
1966	38	46	54	23	45	48	42
1967	29	41	51	30	42	50	41
Shipping point-wholesale as a percentage of retail value							
1964	5	4	2/	0	6	23	8
1965	18	16	10	15	6	-1	10
1966	12	9	7	9	12	6	9
1967	10	14	7	22	2	9	10

1/ Florida, 30 pounds net weight per bushel.
2/ Less than 0.5 percent.

GREEN PEPPERS

U.S. Production, Consumption, and Value Per Acre

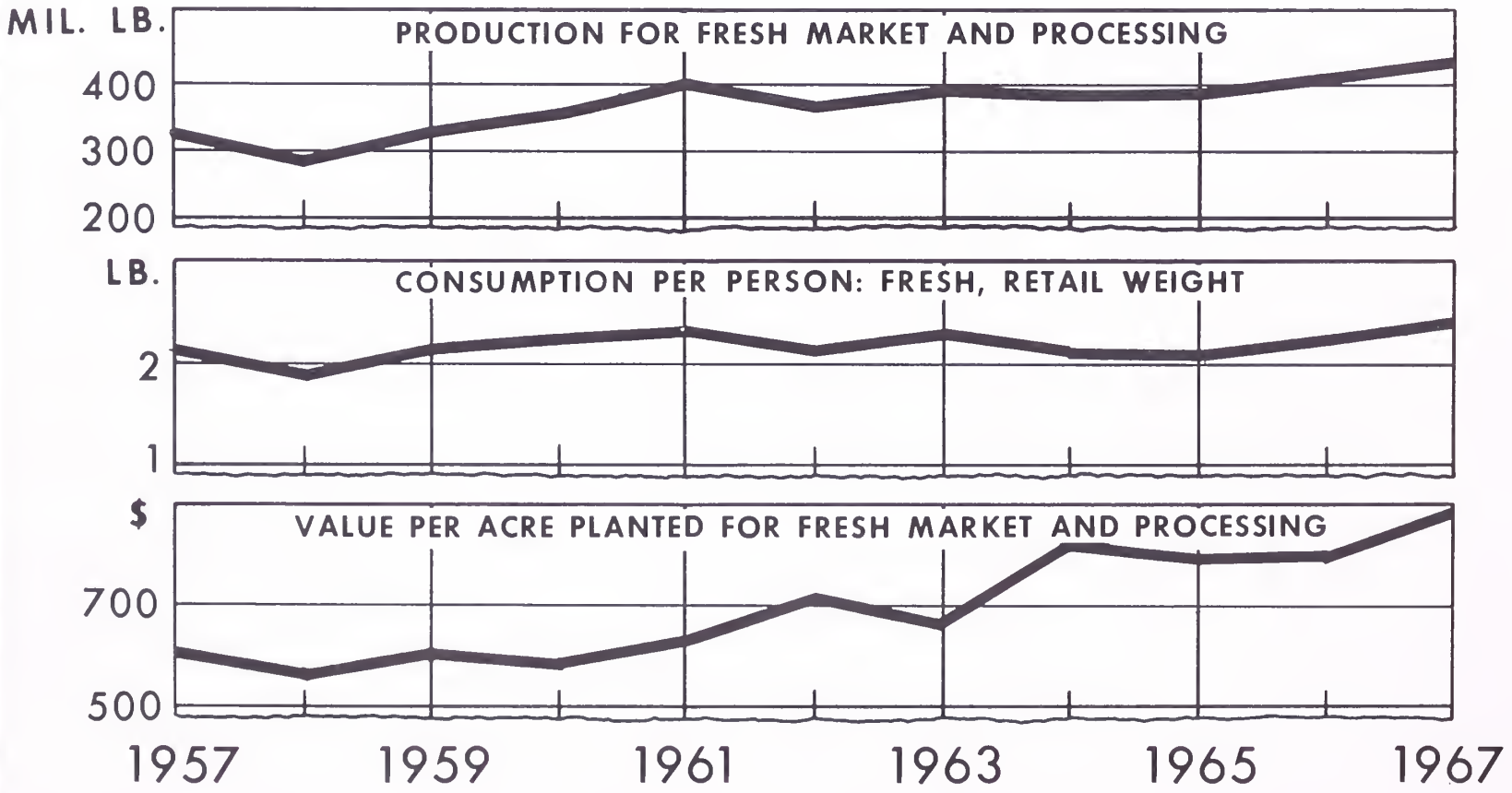


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FIGURE 20

Production Areas and Markets

Late summer and fall production of potatoes, known as the late crop, is by far the largest of the seasonal crops, usually comprising more than 80 percent of annual production. This late crop is grown throughout the Northeastern, North Central, and Western Regions. In the East, which produces about one-third of the late crop, Maine leads with nearly half of the region's production (table 73). New York ranks second. New Jersey is important because of its early harvest. Data in this report are mostly for potatoes produced in these States, plus a few others as needed to complete the price series.

The harvest season for the late crop extends from mid-August into November but much of the crop is stored so marketing extends well into the following spring. In this report, a season of September-April is used.

Prices in this report are for the round white type of potato, which is most important in the area. Wholesale and retail prices were collected in three leading markets for these potatoes—Atlanta, Boston, and New York City.

Prices

Because seasonal average retail prices were not available for the United States as a whole, they were calculated as a weighted average for the three cities—Atlanta, Boston, and New York City.

Except for 1964/65, both the three-city average retail price and late crop production displayed a steady uptrend (tables 73 and 74). In the excepted season, production dropped sharply to its lowest level of the period and the price rose sharply to its high point of the period. Over the five seasons, the three-city average price had a net increase of 32 percent, while production increased 16 percent.

Retail prices in the three markets were generally close. Only in 1962/63 did the difference in price among the three cities exceed ½ cents a pound. Prices in Atlanta averaged highest during four of the five seasons. Prices were usually lowest in Boston. A very similar price relationship existed at the wholesale level (tables 75, 76, and 77).

Wholesale-Retail Spread

The three-city average wholesale-retail spread moved in a pattern very similar to that of the retail price (fig. 21). The steady upward trend was distorted in 1964/65 when, like price, it increased sharply. The net gain over the five seasons was 39 percent.

As a percentage of the retail value, this spread was relatively stable, ranging from 54 to 58 percent, except for 1964/65. That season, although the dollar value increased sharply, it did not increase nearly as much as the price, so as a share of the retail value, it dropped to 48 percent.

This spread, both in dollars per sack and as a percentage of retail value, averaged nearly the same in Chicago and New York City. In Boston, by both measurements, this spread averaged somewhat larger.

Shipping Point-Wholesale Spread

The shipping point-wholesale spread trended irregularly downward over the five seasons (fig. 21). Its sharp rise in 1964/65 resulted from its sharing in the large price increase of that season.

As a percentage of the retail value, this spread trended steadily downward from 15 percent in 1962/63 to 8 percent in 1966/67.

Differences in this spread among the three markets is at least partly explained by shipping distance. The shipping point-wholesale spread for Boston averaged 67 cents per cwt., or 9 percent of the retail value; for New York City, it averaged 84 cents, or 12 percent; and for Atlanta it averaged 94 cents, or 13 percent (tables 78, 79, and 80).

Grower and Packer Returns

Grower and packer returns, like retail price and wholesale-retail spread, trended up over the five seasons, with a sharp upward distortion in 1964/65 (fig. 21). The increase for the period was from $1.70 to $2.54 per cwt., or a net gain of 49 percent. These returns also trended upward as a percentage of the retail value—from 30 percent in 1962/63 to 34 percent in 1966/67. However, this gain was accomplished by a reduction in the shipping point-wholesale spread, not in the wholesale-retail spread.

Production and Value Per Acre

Most of the price and spread data in this report are for Maine or New York round white potatoes. Data in this section are more general in

that they are for total fall production in the eight major eastern producing States.

Production in this area followed roughly the same pattern of variation as total U.S. production from 1957 through 1960 (fig. 22). Since 1961 there have been noticeable dissimilarities. Since 1965 production in the Eastern Region has declined significantly relative to the United States.

Returns per planted acre in the Eastern Region bear a close inverse relationship to volume of production. Over the 11 seasons, the returns varied widely from $294 per acre in 1958 to $914 in 1964. Since 1964, there has been a steady and rather sharp downward movement.

Table 73.--Potatoes: Production, late summer and fall seasonal groups, selected States and United States, 1962-67 1/

Year	Maine	New York	New Jersey	United States
	1,000 cwt.			
1962	38,425	20,473	4,335	223,139
1963	36,990	19,301	4,250	226,377
1964	38,360	17,802	3,287	201,758
1965	35,668	18,735	4,150	246,387
1966	37,920	18,506	3,312	257,217
1967	37,604	17,764	4,160	259,864

1/ Includes areas harvesting from mid-August into November.

Table 74.--Potatoes, round white: Seasonal average retail prices, 3-city average and selected cities, 1962/63-1966/67 1/

Market	1962/63	1963/64	1964/65	1965/66	1966/67
	Cents per pound				
3 cities 2/	3/6.0	6.3	9.0	7.2	7.9
Atlanta 4/	6.5	6.7	9.4	7.2	7.8
Boston 4/	---	6.2	8.9	7.2	7.6
New York City 4/	5.8	6.2	9.1	7.1	8.0

1/ 8-month weighted average, September-April.
2/ Average seasonal prices for Atlanta, Boston, and New York City weighted by total season unloads.
3/ 2 cities, Atlanta and New York.
4/ BLS city monthly prices weighted by city monthly unloads.

Table 75.--Potatoes, round white: Value and price per 100 pounds, and grower and packer share of retail value, Atlanta, by months and season, 1962/63-1966/67 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
Value and price				Dollars					
Retail value 2/									
1962/63	6.24	6.62	5.95	6.91	6.14	6.05	6.24	6.43	6.27
1963/64	6.62	6.62	6.24	6.62	6.24	6.24	6.34	6.62	6.40
1964/65	8.54	8.45	8.35	8.45	9.12	9.70	9.70	9.60	9.04
1965/66	7.68	6.72	7.10	6.14	6.91	7.01	6.53	7.49	6.89
1966/67	8.06	8.06	7.30	7.10	7.87	7.49	7.39	6.72	7.53
Wholesale price 3/									
1962/63	2.74	2.64	2.70	2.62	2.92	2.74	2.82	2.68	2.77
1963/64	3.04	2.65	2.74	2.70	2.90	2.85	2.93	3.44	2.88
1964/65	3.90	3.90	4.20	4.24	5.00	5.38	5.24	5.60	4.83
1965/66	2.80	3.00	3.40	3.36	3.36	3.60	3.56	4.56	3.44
1966/67	3.60	3.50	3.50	3.56	3.70	3.50	3.40	2.90	3.47
Shipping point (f.o.b.) price 4/									
1962/63	5/1.96	5/1.85	1.90	1.90	1.90	1.96	2.10	1.96	1.94
1963/64	5/2.24	5/2.00	1.76	1.88	1.92	2.12	2.18	2.48	2.04
1964/65	6/3.15	6/3.00	3.22	7/2.82	7/3.60	7/3.96	7/3.92	7/4.04	3.42
1965/66	8/1.96	5/2.00	5/2.60	5/2.60	2.66	2.84	3.16	7/3.26	2.65
1966/67	5/2.50	9/2.09	5/2.68	5/2.64	3.00	2.78	2.60	2.10	2.64
Grower and packer share of retail value				Percent					
1962/63	31	28	32	28	31	32	34	31	31
1963/64	34	30	28	29	31	34	34	37	32
1964/65	37	35	38	33	40	41	40	38	38
1965/66	26	30	37	42	39	41	48	44	38
1966/67	31	26	37	37	38	37	35	31	35

1/ U.S. No.1. 2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ New York, except as indicated. 5/ New Jersey. 6/ Delaware. 7/ Maine. 8/ Michigan. 9/ Wisconsin.

Table 76.--Potatoes, round white: Value and price per 100 pounds, and grower and packer share of retail value, Boston, by months and season, 1962/63-1966/67 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
Value and price				Dollars					
Retail value 2/									
1962/63 3/	---	---	---	---	---	---	---	---	---
1963/64	6.43	6.05	6.05	5.95	5.47	5.86	6.24	6.14	5.99
1964/65	9.31	8.26	7.49	7.87	8.06	8.74	9.12	9.41	8.58
1965/66	6.43	6.05	6.82	6.62	6.53	6.72	6.82	8.06	6.91
1966/67	8.45	7.49	7.10	7.30	7.97	7.58	7.20	6.24	7.30
Wholesale price 4/									
1962/63	---	---	---	---	---	---	---	---	---
1963/64	2.80	2.60	2.70	1.96	2.10	2.14	2.20	2.60	2.29
1964/65	3.84	3.00	3.30	3.60	4.10	4.66	4.45	5.40	4.26
1965/66	2.64	2.76	3.00	2.46	2.50	2.76	2.86	4.00	2.94
1966/67	3.10	3.90	3.10	3.00	3.00	2.90	2.70	2.36	2.86
Shipping point (f.o.b.) price 5/									
1962/63	---	---	---	---	---	---	---	---	---
1963/64	6/2.40	6/2.00	6/2.13	1.30	1.44	1.56	1.60	2.12	1.72
1964/65	6/3.00	2.67	2.64	2.82	3.60	3.96	3.92	3.62	3.41
1965/66	6/2.20	6/2.00	6/2.60	1.88	1.96	2.22	2.24	3.26	2.33
1966/67	6/2.76	6/3.32	2.30	2.30	2.50	2.18	2.12	1.56	2.22
Grower and packer share of retail value				Percent					
1962/63	--	--	--	--	--	--	--	--	--
1963/64	37	33	35	22	26	27	25	34	29
1964/65	32	32	35	36	45	45	43	38	40
1965/66	34	33	38	29	30	33	33	40	34
1966/67	33	44	32	31	31	29	29	25	30

1/ U.S. No. 1. 2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). 3/ Not reported. 4/ Origin same as shipping point. 5/ Maine, except as indicated. 6/ New York.

Table 77.--Potatoes, round white: Value and price per 100 pounds, and grower and packer share of retail value, New York City, by months and season, 1962/63-1966/67 1/

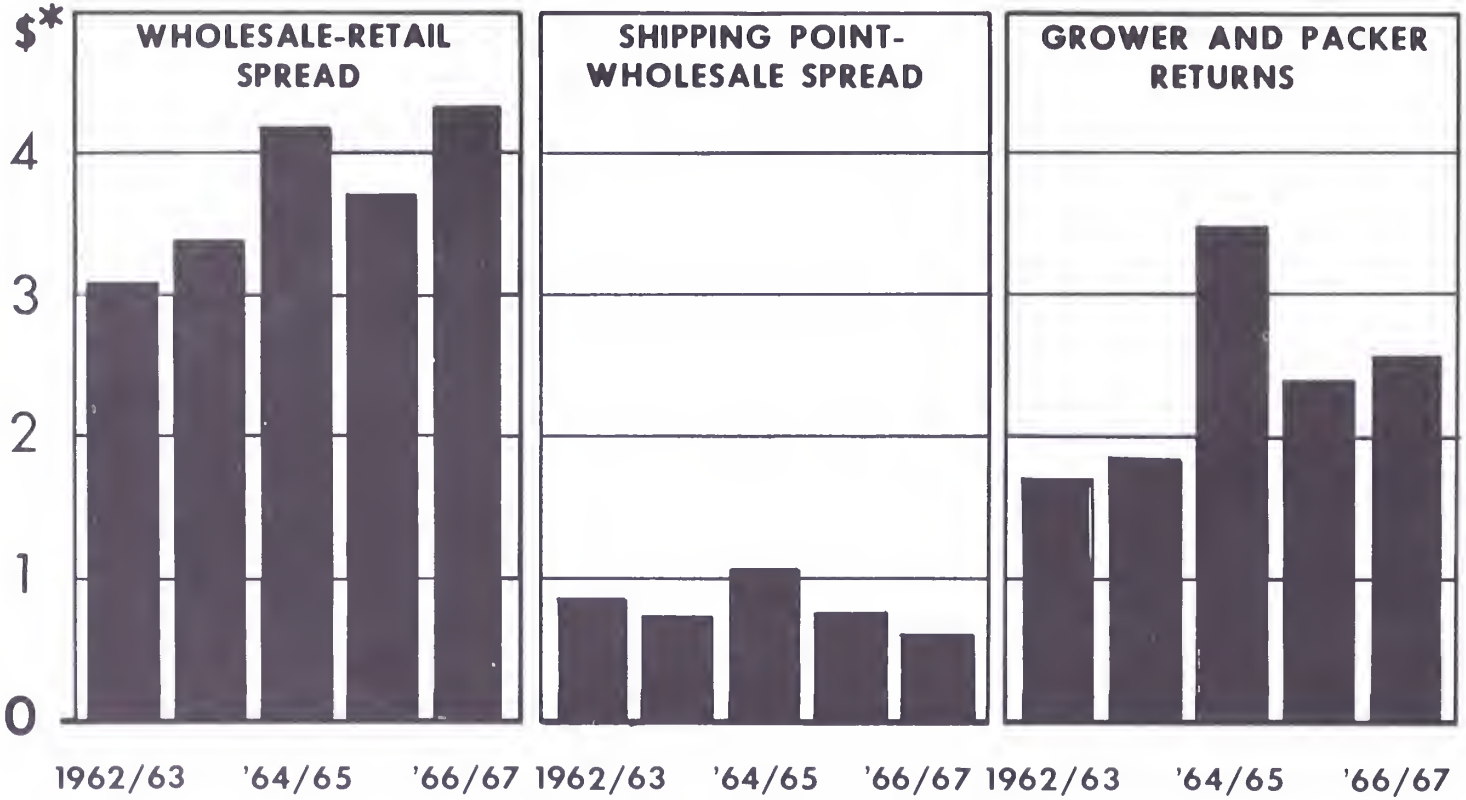
Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
Value and price				Dollars					
Retail value 2/									
1962/63	5.28	5.47	5.57	5.47	5.66	6.05	5.66	5.66	5.61
1963/64	6.24	5.76	5.76	5.86	5.95	5.86	5.95	6.24	5.98
1964/65	9.22	7.39	7.49	7.58	8.74	9.41	9.22	9.31	8.77
1965/66	6.43	6.14	6.53	6.53	6.53	6.91	7.01	7.97	6.86
1966/67	7.58	7.87	7.68	7.58	7.78	7.87	7.87	7.20	7.71
Wholesale price 3/									
1962/63	2.40	2.24	2.30	2.16	2.70	2.80	2.74	2.60	2.50
1963/64	2.70	2.40	2.50	2.50	2.70	2.76	2.80	3.24	2.77
1964/65	3.70	3.50	3.74	4.00	4.70	5.24	5.10	5.50	4.65
1965/66	2.50	2.50	3.00	3.00	3.04	3.60	3.50	4.60	3.32
1966/67	3.20	3.70	3.75	3.60	3.60	3.40	3.10	2.60	3.48
Shipping point (f.o.b.) price 4/									
1962/63	5/1.92	5/1.90	5/1.90	5/1.94	1.50	1.54	1.60	1.30	1.66
1963/64	2.40	2.00	2.13	2.11	1.44	1.56	1.66	2.12	1.92
1964/65	5/3.00	5/3.24	2.64	2.82	3.60	3.96	3.92	3.62	3.48
1965/66	5/2.20	5/2.00	2.00	1.88	1.96	2.22	3.16	3.26	2.50
1966/67	5/2.76	5/3.32	5/3.16	5/3.00	5/3.00	5/2.78	5/2.60	5/2.10	2.97
Grower and packer share of retail value				Percent					
1962/63	36	35	34	35	27	25	28	23	30
1963/64	38	35	37	36	24	27	28	34	32
1964/65	32	44	35	37	41	42	42	39	40
1965/66	34	33	31	29	30	32	45	41	36
1966/67	36	42	41	40	38	35	33	29	38

1/ U.S. No. 1. 2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Maine, except as indicated. 5/ New York.

Seasonal Average Spreads

ROUND WHITE POTATOES △

Atlanta, Boston and New York City



SEASON: SEPTEMBER TO APRIL

*DOLLARS PER 100 POUNDS, U.S. NO. 1.

△FROM LATE-SUMMER AND FALL CROPS PRODUCED PRINCIPALLY IN MAINE, NEW YORK, AND NEW JERSEY.

U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7544-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 21

Table 78.--Potatoes, round white: Spread per 100 pounds and as a percentage of retail value, Atlanta, by months and season, 1962/63-1966/67 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
					Dollars				
Wholesale-retail									
1962/63	3.50	3.98	3.25	4.29	3.22	3.31	3.42	3.75	3.50
1963/64	3.58	3.97	3.50	3.92	3.34	3.39	3.41	3.18	3.52
1964/65	4.64	4.55	4.15	4.21	4.12	4.32	4.46	4.00	4.21
1965/66	4.88	3.72	3.70	2.78	3.55	3.41	2.97	2.93	3.45
1966/67	4.46	4.56	3.80	3.54	4.17	3.99	3.99	3.82	4.06
Shipping point-wholesale									
1962/63	.78	.79	.80	.72	1.02	.78	.72	.72	.83
1963/64	.80	.65	.98	.82	.98	.73	.75	.96	.84
1964/65	.75	.90	.98	1.42	1.40	1.42	1.32	1.98	1.41
1965/66	.84	1.00	.80	.76	.70	.76	.40	1.30	.79
1966/67	1.10	1.41	.82	.92	.70	.72	.80	.80	.83
					Percent				
Wholesale-retail as a percentage of retail value									
1962/63	56	60	55	62	52	55	55	58	56
1963/64	54	60	56	59	53	54	54	48	55
1964/65	54	54	50	50	45	44	46	42	46
1965/66	64	55	52	46	51	48	46	39	50
1966/67	55	57	52	50	53	53	54	57	54
Shipping point-wholesale as a percentage of retail value									
1962/63	13	12	13	10	17	13	11	11	13
1963/64	12	10	16	12	16	12	12	15	13
1964/65	9	11	12	17	15	15	14	20	16
1965/66	10	15	11	12	10	11	6	17	12
1966/67	14	17	11	13	9	10	11	12	11

1/ U.S. No. 1 produced in New York, New Jersey, Delaware, Maine, Michigan, and Wisconsin.

Table 79.--Potatoes, round white: Spread per 100 pounds and as a percentage of retail value, Boston, by months and season, 1963/64-1966/67 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
					Dollars				
Wholesale-retail									
1963/64	3.63	3.45	3.35	3.99	3.37	3.72	4.04	3.54	3.70
1964/65	5.47	5.26	4.19	4.27	3.96	4.08	4.67	4.01	4.32
1965/66	3.79	3.29	3.82	4.16	4.03	3.96	3.96	4.06	3.97
1966/67	5.35	3.59	4.00	4.30	4.97	4.68	4.50	3.88	4.44
Shipping point-wholesale									
1963/64	.40	.60	.57	.66	.66	.58	.60	.48	.57
1964/65	.84	.33	.66	.78	.50	.70	.53	1.78	.85
1965/66	.44	.76	.40	.58	.54	.54	.62	.74	.61
1966/67	.34	.58	.80	.70	.50	.72	.58	.80	.64
					Percent				
Wholesale-retail as a percentage of retail value									
1963/64	57	57	55	67	62	63	65	58	62
1964/65	59	64	56	54	49	47	51	43	50
1965/66	59	54	56	63	62	59	58	51	57
1966/67	63	48	57	59	63	62	63	62	61
Shipping point-wholesale as a percentage of retail value									
1963/64	6	10	10	11	12	10	10	8	9
1964/65	9	4	9	10	6	8	6	19	10
1965/66	7	13	6	8	8	8	9	9	9
1966/67	4	8	11	10	6	9	8	13	9

1/ U.S. No. 1, produced in Maine and New York.

Table 80.--Potatoes, round white: Spread per 100 pounds and as a percentage of retail value, New York City, by months and season, 1962/63-1966/67 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
					Dollars				
Wholesale-retail									
1962/63	2.88	3.23	3.27	3.31	2.96	3.25	2.92	3.06	3.11
1963/64	3.54	3.36	3.26	3.36	3.25	3.10	3.15	3.00	3.21
1964/65	5.52	3.89	3.75	3.58	4.04	4.17	4.12	3.81	4.12
1965/66	3.93	3.64	3.53	3.53	3.49	3.31	3.51	3.37	3.54
1966/67	4.38	4.17	3.93	3.98	4.18	4.47	4.77	4.60	4.23
Shipping point-wholesale									
1962/63	.48	.34	.40	.22	1.20	1.26	1.14	1.30	.84
1963/64	.30	.40	.37	.39	1.26	1.20	1.14	1.12	.85
1964/65	.70	.26	1.10	1.18	1.10	1.28	1.18	1.88	1.17
1965/66	.30	.50	1.00	1.12	1.08	1.38	.34	1.34	.82
1966/67	.44	.38	.59	.60	.60	.62	.50	.50	.51
					Percent				
Wholesale-retail as a percentage of retail value									
1962/63	55	59	59	61	52	54	52	54	55
1963/64	57	58	57	57	55	53	53	48	54
1964/65	60	53	50	47	46	44	45	41	47
1965/66	61	59	54	54	53	48	50	42	52
1966/67	58	53	51	52	54	57	61	64	55
Shipping point-wholesale as a percentage of retail value									
1962/63	9	6	7	4	21	21	20	23	15
1963/64	5	7	6	7	21	20	19	18	14
1964/65	8	3	15	16	13	14	13	20	13
1965/66	5	8	15	17	17	20	5	17	12
1966/67	6	5	8	8	8	8	6	7	7

1/ U.S. No. 1, produced in Maine and New York.

FALL POTATOES IN EIGHT EASTERN STATES

Production and Value per Acre

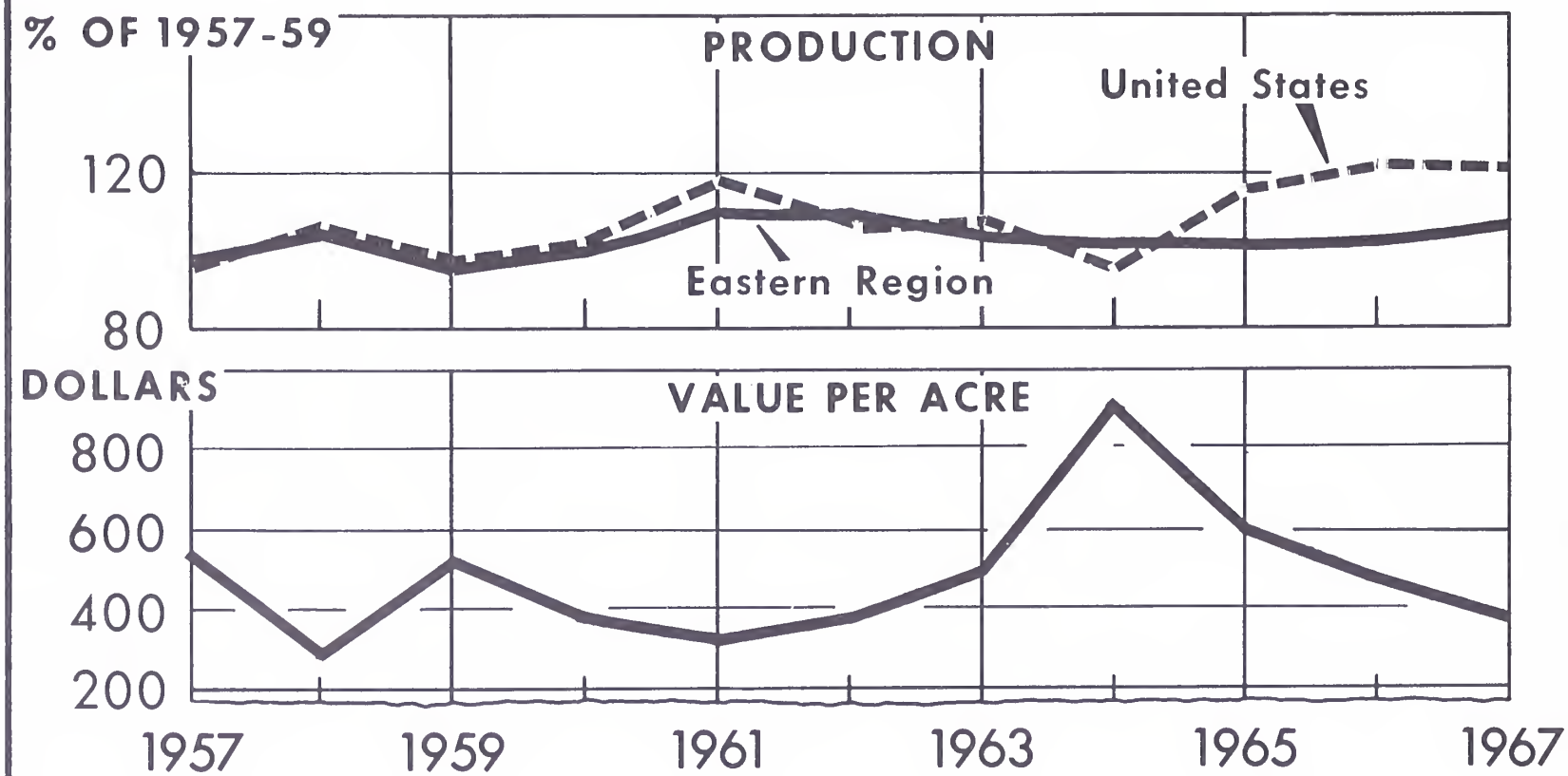


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FIGURE 22

Production Areas and Markets

In recent years, the late spring and early summer potato crops, which are harvested from about mid-May to mid-August, have comprised 12 to 13 percent of total annual production. About half this amount is grown in California (table 81). Most of it is the long white type.

California long white potatoes are sold in many U.S. markets. Two of the most important were selected for this study—Los Angeles and Chicago. In Los Angeles, 80 percent or more of the reported May-August potato unloads are from California. During the same period, about 40 percent of the potato unloads in Chicago are California grown. Together, these markets receive about one-third of the total California potato unloads reported in 41 cities during the May-August period.

Prices

Because U.S. seasonal average retail prices were not available for California long white potatoes, a weighted average price was calculated for Los Angeles and Chicago.

The two-city seasonal average retail price fluctuated considerably over the five seasons (table 82). During 1963-65, it increased 4.7 cents a pound or 57 percent. This next season it dropped sharply to almost the 1963 level and then gained moderately in 1967 for a net increase of 15 percent over the five seasons.

Seasonal average retail prices in Chicago were higher than in Los Angeles by 1.8 cents to 5.2 cents a pound. For the five seasons, Chicago prices averaged 3 cents a pound above those in Los Angeles. Similarly, wholesale prices in Chicago were consistently higher than in Los Angeles by 1 cents to 2 cents a pound (tables 83 and 84).

Wholesale-Retail Spread

The two-city seasonal average wholesale-retail spread fluctuated between two levels during the five seasons—around $4.40 per cwt. in 1963, 1964, and 1966, and near $5.05 in 1965 and 1967 (fig. 23). Except for 1964, the movements of this spread were in the same direction as retail price, but the relationship was not close.

As a percentage of the retail value, this spread dropped from 57 percent in 1963 to 42 percent in 1965. The following season it rose sharply to 58 percent and the next season increased again, moderately, to 60 percent. For the five seasons, the wholesale-retail spread averaged nearly 53 percent of the retail value.

In Chicago, this spread trended upward from $4.65 per cwt. in 1963 to $8.05 in 1967. In contrast, in Los Angeles it moved irregularly and moderately downward from $4.30 in 1963 to $4.15 in 1967 (tables 85 and 86).

Shipping Point-Wholesale Spread

The shipping point-wholesale spread trended gradually upward over the five seasons from $1 to $1.19 per cwt., except in 1965 when it increased to $1.57 (fig. 23). These amounts were from 11 to 14 percent of the retail value.

Because of the longer distance to market, the spread for California potatoes sold in Chicago averaged about three times that for potatoes sold in Los Angeles (tables 85 and 86).

Grower and Packer Returns

Grower and packer returns were characterized by extreme variation over the five seasons. Two-city average returns rose from $2.31 per cwt. in 1963 to $5.41 in 1965, an increase of 134 percent. This was followed by an even sharper decline in 1966 to $2.15. There was a small increase in 1967.

These returns also varied greatly as a percentage of the retail value. From 30 percent in 1963 they reached 45 percent two seasons later. The next season they dropped sharply to 28 percent followed by a moderate drop in 1967 to 26 percent.

Production and Value Per Acre

The volume of production of the late spring and early summer potato crops in California has fluctuated considerably since 1957, but without a discernible trend (fig. 24). Since 1962, their production index has been below that for total U.S. potato production.

The value per planted acre for these two seasonal crops, like most vegetable crops in this report, has trended upward since 1957. However, in contrast to most of the other commodities, the uptrend has been largely overshadowed by very wide shortrun fluctuations. These point up one of the great problems of the potato grower—income instability.

Table 81.--Potatoes: Production, late spring and early summer seasonal groups, California and United States, 1963-67 1/

Year	California	United States
	1,000 cwt.	
1963	17,966	35,763
1964	16,246	31,441
1965	19,648	36,183
1966	20,645	39,677
1967	18,489	37,714

1/ Includes areas that harvest from mid-May to mid-August.

Table 82.--Potatoes, long white: Seasonal average retail prices, 2-city average and selected cities, 1963-67 1/

Market	1963	1964	1965	1966	1967
	Cents per pound				
2 cities 2/	8.2	9.9	12.9	8.3	9.4
Chicago 3/	*9.3	*11.4	14.8	*9.8	12.5
Los Angeles 3/	7.5	9.1	11.5	7.3	7.3

1/ 4-month weighted average, May-August.
2/ Average seasonal price for Chicago and Los Angeles weighted by total season unloads.
3/ BLS city monthly prices weighted by city monthly unloads.

* 3-month average.

Table 83.--Potatoes, long white: Value and price per 100 pounds, and grower and packer share of retail value, Chicago, by months and season, 1963-67 1/

Item	May	June	July	Aug.	Season avg.
			Dollars		
Value and price					
Retail value 2/					
1963	---	8.64	9.22	8.74	*8.91
1964	---	10.56	11.33	10.85	*10.92
1965	14.78	13.92	15.07	12.29	14.24
1966	---	10.08	8.93	8.64	*9.41
1967	11.23	10.75	13.44	10.85	*12.04
Wholesale price 3/					
1963	4.70	4.15	4.15	5.35	*4.26
1964	---	7.25	5.35	5.50	*6.26
1965	7.60	8.25	9.85	5.50	8.45
1966	6.25	4.25	3.75	4.00	*4.01
1967	6.10	4.00	3.85	4.50	*3.99
Shipping point (f.o.b.) price 4/					
1963	2.45	2.02	1.94	3.00	*2.07
1964	3.62	4.38	3.60	4.07	*4.01
1965	5.25	5.31	7.18	3.39	5.72
1966	3.25	1.95	1.66	2.18	*1.87
1967	---	1.90	1.74	2.75	*1.93
Grower and packer share of retail value			Percent		
1963	--	23	21	34	*23
1964	--	42	32	38	*37
1965	35	38	47	28	40
1966	--	19	19	25	*20
1967	--	18	13	25	*16

1/ U.S. No. 1.
2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point.
4/ California.

* 3-month average.

Table 84.--Potatoes, long white: Value and price per 100 pounds, and grower and packer share of retail value, Los Angeles, by months and season, 1963-67 1/

Item	May	June	July	Aug.	Season avg.
			Dollars		
Value and price					
Retail value 2/					
1963	7.01	6.34	7.10	8.26	7.18
1964	7.01	9.12	9.12	9.02	8.72
1965	9.89	10.85	12.77	10.37	11.08
1966	7.97	6.34	6.82	7.20	7.03
1967	7.58	6.24	7.01	7.49	*6.89
Wholesale price 3/					
1963	2.90	2.25	2.85	3.50	2.88
1964	4.25	5.90	4.00	4.25	4.59
1965	6.00	7.13	8.50	3.75	6.45
1966	4.00	2.90	2.50	2.63	2.93
1967	4.10	2.50	2.50	3.25	*2.74
Shipping point (f.o.b.) price 4/					
1963	2.45	2.02	1.94	3.00	2.35
1964	3.62	4.38	3.60	4.07	3.92
1965	5.25	5.31	7.18	3.39	5.37
1966	3.25	1.95	1.66	2.18	2.19
1967	---	1.90	1.74	2.75	*2.13
Grower and packer share of retail value			Percent		
1963	35	32	27	36	33
1964	52	48	40	45	45
1965	53	49	56	33	48
1966	41	31	24	30	31
1967	--	30	25	37	*31

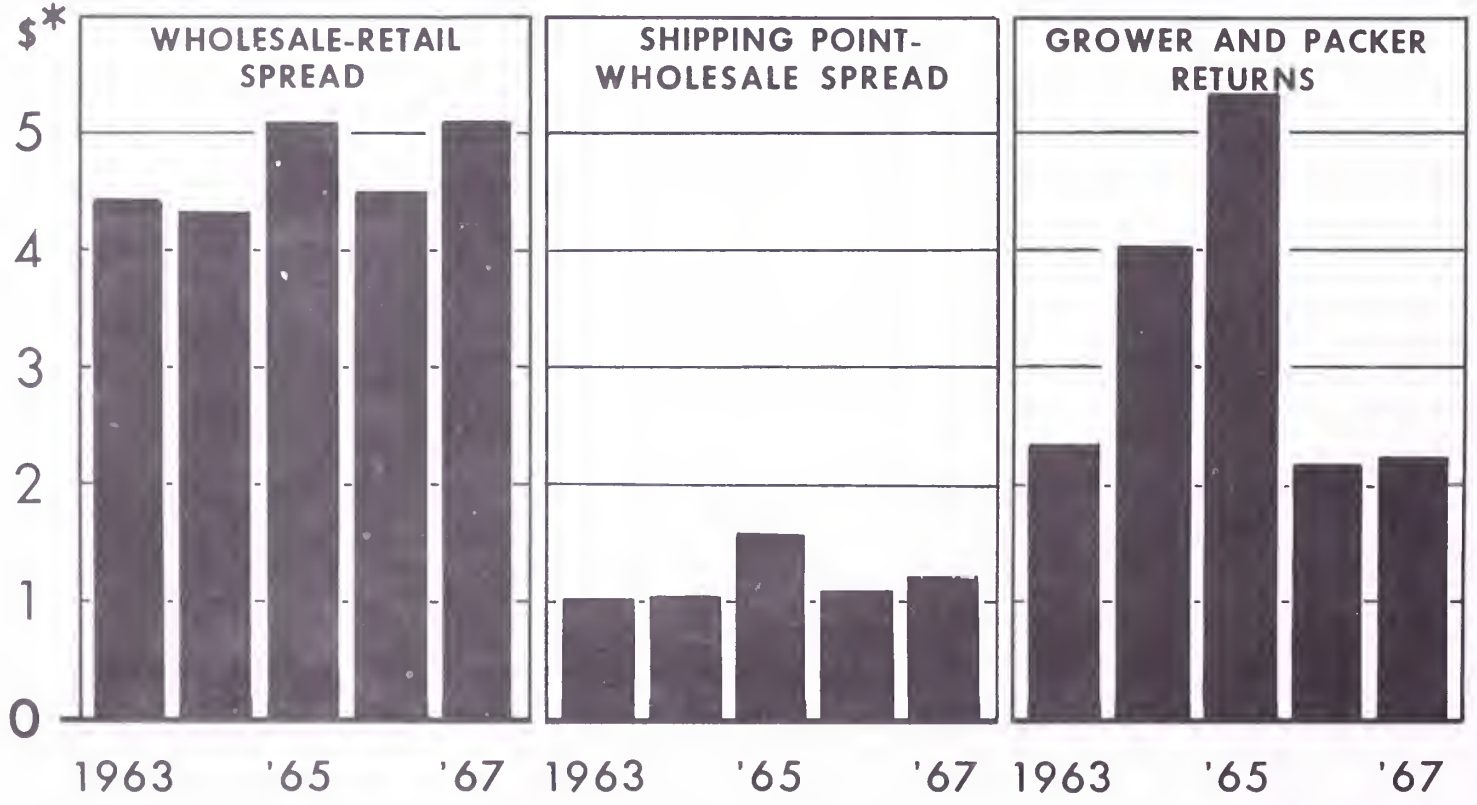
1/ U.S. No. 1.
2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing).
3/ Origin same as shipping point.
4/ California.

* 3-month average.

Seasonal Average Spreads

LONG WHITE POTATOES△

Chicago and Los Angeles



SEASON: MAY TO AUGUST

** DOLLARS PER 100 POUNDS, U.S. NO. 1.* *△ FROM LATE-SPRING AND EARLY-SUMMER CROPS OF CALIFORNIA.*

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FIGURE 23

Table 85.--Potatoes, long white: Spread per 100 pounds and as a percentage of retail value, Chicago, by months and season, 1963-67 1/

Spreads	May	June	July	Aug.	Season avg.
			Dollars		
Wholesale-retail					
1963	---	4.49	5.07	3.39	*4.65
1964	---	3.31	5.98	5.35	*4.66
1965	7.18	5.67	5.22	6.79	5.79
1966	---	5.83	5.18	4.64	*5.40
1967	5.13	6.75	9.59	6.35	*8.05
Shipping point-wholesale					
1963	2.25	2.13	2.21	2.35	*2.19
1964	---	2.87	1.75	1.43	*2.25
1965	2.35	2.94	2.67	2.11	2.73
1966	3.00	2.30	2.09	1.82	*2.14
1967	---	2.10	2.11	1.75	*2.06
			Percent		
Wholesale-retail as a percentage of retail value					
1963	--	52	55	39	*52
1964	--	31	53	49	*43
1965	49	41	35	55	41
1966	--	58	58	54	*57
1967	46	63	71	59	*67
Shipping point-wholesale as a percentage of retail value					
1963	--	25	24	27	*25
1964	--	27	15	13	*20
1965	16	21	18	17	19
1966	--	23	23	21	*23
1967	--	19	16	16	*17

1/ U.S. No. 1, produced in California.

* 3-month average.

Table 86.--Potatoes, long white: Spread per 100 pounds and as a percentage of retail value, Los Angeles, by months and season, 1963-67 1/

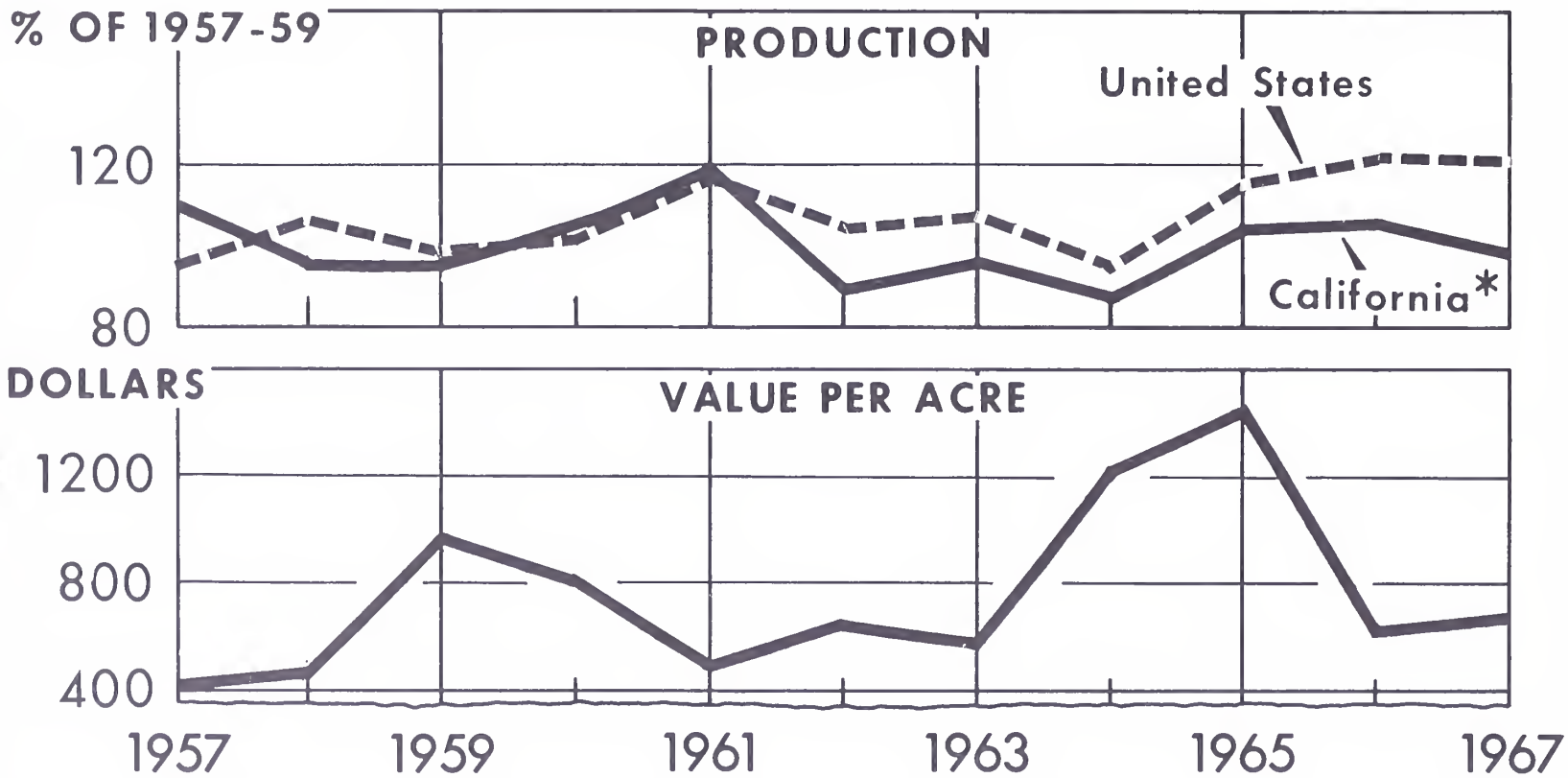
Spreads	May	June	July	Aug.	Season avg.
			Dollars		
Wholesale-retail					
1963	4.11	4.09	4.25	4.76	4.30
1964	2.76	3.22	5.12	4.77	4.13
1965	3.89	3.72	4.27	6.62	4.63
1966	3.97	3.44	4.32	4.57	4.10
1967	3.48	3.74	4.51	4.24	*4.15
Shipping point-wholesale					
1963	.45	.23	.91	.50	.53
1964	.63	1.52	.40	.18	.67
1965	.75	1.82	1.32	.36	1.08
1966	.75	.95	.84	.45	.74
1967	---	.60	.76	.50	*.61
			Percent		
Wholesale-retail as a percentage of retail value					
1963	59	64	60	58	60
1964	39	35	56	53	47
1965	39	34	34	64	42
1966	50	54	64	64	58
1967	46	60	64	56	*60
Shipping point-wholesale as a percentage of retail value					
1963	6	4	13	6	7
1964	9	17	4	2	8
1965	8	17	10	3	10
1966	9	15	12	6	11
1967	--	10	11	7	*9

1/ U.S. No. 1, produced in California.

* 3-month average.

SPRING AND EARLY SUMMER POTATOES

Production and Value per Acre



*LATE SPRING AND EARLY SUMMER CROPS OF CALIFORNIA.

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FIGURE 24

RUSSET POTATOES

Production Areas and Markets

Data on prices and spreads in this section are for Russet potatoes grown in Idaho and Washington. Idaho leads all States in potato production. Washington leads all States in late summer production and is among the top half dozen States of the important fall crop group. In recent years, these two States have produced around one-third of total late summer-fall production (table 87).

The harvest seasons for late summer and fall potatoes extends from about Mid-August into November, but much of the crop is stored, so marketing extends well into the following spring. A season of September through April is used in this report.

Russet potatoes from Idaho and Washington are marketed throughout the United States. For this report four widely separated markets were selected—Atlanta, Chicago, Los Angeles, and New York City.

Prices

Because seasonal average retail prices were not available on a national basis, a weighted average was calculated for the four markets. This average retail price trended upward over the five seasons from 9.6 cents a pound to 11.3 cents, an increase of nearly 18 percent (table 88). In 1964/65, there was an extreme upward distortion from the trend that reflected a large reduction in production in both the Idaho crop and in the U.S. total.

For the period, average retail prices varied considerably among the four markets. Average prices ranged from 8.3 cents a pound in Los Angeles (four seasons) to 11.6 cents a pound in New York City. Prices in Atlanta averaged a close second at 11.5 cents and Chicago ranked third at 9.6 cents. The ranking was the same for average wholesale prices but the variation among cities was less. Average wholesale prices ranged from 4.3 cents a pound in Los Angeles to 5.8 cents in New York City (tables 89, 90, 91, and 92).

Wholesale-Retail Spread

The four-city average wholesale-retail spread trended downward for the first three seasons of the period from $4.86 per cwt. to $4.38 (fig. 25). This trend was somewhat unusual in that it occurred while retail prices were increasing. In the last two seasons of the period, the wholesale-retail spread increased to $5.18 and then to $5.59. As a percentage of the retail value, this spread ranged within the relatively narrow limits of 50 to 54 percent, except for 1964/65. That season, the smallest spread of the period occurred together with the highest price, resulting in the wholesale-retail share dropping to 38 percent.

This spread averaged largest in Atlanta at $5.85 per cwt. Next was Los Angeles at $5.38 (four seasons), closely followed by New York City at $5.36. In Chicago, this spread averaged much less than in the other markets—$4.11. In two markets—Atlanta and Los Angeles—this spread averaged a little over half the retail value and in Chicago and New York City, it averaged a little less than half of retail (tables 93, 94, 95, and 96).

Shipping Point-Wholesale Spread

The shipping point-wholesale spread fluctuated within the relatively narrow limits of $1.62 to $1.84 per cwt. except in 1963/64 when it was $2.28 (fig. 25).

This spread was also relatively stable at 16 to 18 percent of the retail value, except for one season—1963/64, when it was 24 percent.

The shipping point-wholesale spread varied considerably among the four markets. The variation is partly explained by the differences in distance of these markets from production areas. The smallest average spread was $1.06 in Los Angeles followed by $1.85 in Chicago, $1.98 in Atlanta, and $2.54 in New York City.

Grower and Packer Returns

Grower and packer returns trended upward over the five seasons with an extreme upward distortion in 1964/65 (fig. 25). In the latter season, grower and packer returns were enhanced not only to the full amount of the price increase caused by a short crop, but also by reduced wholesale-retail and shipping point-wholesale spreads. The $5.30 per cwt. received by growers and packers that season was 46 percent of the retail value, compared with 26 and 28 percent the two previous seasons, and 30 and 31 percent the two following seasons.

Production and Value Per Acre

The index of production of fall potatoes in nine Western States was close to that of total U.S. production from 1957 through 1964 (fig. 26).

However, since 1961 the index of production in these States has been above the U.S. index and since 1965 it has been considerably above.

Returns per planted acre in the nine Western States bear a fairly close inverse relationship to volume of production but, as is typical of potatoes, the variations in returns tend to be more extreme. During 1957-67, returns varied from $240 per acre in 1958 to $619 in 1964. Since then there has been a downtrend that brought returns in 1967 nearly back to the level of 1957.

Table 87.--Potatoes: Production, late summer and fall seasonal groups, selected States and United States, 1962-67 1/

Year	Idaho 2/	Washington	United States
	1,000 cwt.		
1962	44,919	11,737	223,139
1963	53,466	11,720	226,377
1964	39,698	11,685	201,758
1965	61,695	18,088	246,387
1966	70,190	21,830	257,217
1967	63,900	22,090	259,864

1/ Includes areas that harvest from mid-August into November.
2/ Fall crop only.

Table 88.--Potatoes, Russet: Seasonal average retail prices, 4-city average and selected cities, 1962/63-1966/67 1/

Market	1962/63	1963/64	1964/65	1965/66	1966/67
	Cents per pound				
4 cities 2/	9.6	3/10.2	12.6	10.5	11.3
Atlanta 4/	10.7	10.6	13.2	11.1	12.0
Chicago 4/	8.5	8.8	11.0	9.6	10.1
Los Angeles 4/	9.2	---	11.6	9.3	11.2
New York City 4/	10.5	10.9	13.2	11.5	12.1

1/ 8-month weighted average, September-April.
2/ Average seasonal prices for Atlanta, Chicago, Los Angeles, and New York City weighted by total season unloads.
3/ 3 cities: Atlanta, Chicago, and New York City.
4/ BLS city monthly prices weighted by city monthly unloads.

Table 89.--Potatoes, Russet: Value and price per 100 pounds, and grower and packer share of retail value, Atlanta, by months and season, 1962/63-1966/67 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
Value and price				Dollars					
Retail value 2/									
1962/63	---	11.04	9.98	9.98	9.89	10.37	9.98	10.66	*10.25
1963/64	---	---	9.98	10.37	11.14	---	9.41	9.60	**10.15
1964/65	11.14	10.56	11.42	12.00	13.54	15.17	15.55	15.94	12.64
1965/66	11.04	11.14	11.32	11.42	10.94	8.45	11.14	10.94	10.69
1966/67	12.00	12.38	11.23	11.42	12.00	11.81	11.23	9.98	11.48
Wholesale price 3/									
1962/63	4.25	4.40	4.70	4.65	4.75	4.85	4.80	4.75	*4.71
1963/64	4.75	4.15	4.35	4.25	4.20	4.45	4.70	5.25	**4.52
1964/65	5.25	5.00	6.65	7.00	8.00	9.75	8.50	9.10	6.84
1965/66	4.35	4.25	4.25	4.70	4.70	4.80	4.85	5.00	4.76
1966/67	4.50	4.40	5.00	5.50	5.65	5.90	5.50	4.75	5.13
Shipping point (f.o.b.) price 4/									
1962/63	2.20	2.11	2.72	2.62	2.74	2.76	2.71	2.57	*2.62
1963/64	2.74	2.02	2.18	2.08	2.02	2.50	2.98	3.12	**2.43
1964/65	5/2.75	5/2.74	5/4.40	6.02	6.84	7.18	6.97	7.66	4.92
1965/66	2.76	5/2.32	5/2.42	2.82	2.64	2.87	3.10	3.18	2.89
1966/67	5/2.56	5/2.44	5/3.08	3.80	3.86	3.76	3.56	2.82	3.22
Grower and packer share of retail value				Percent					
1962/63	--	19	27	26	28	27	27	24	*26
1963/64	--	--	22	20	18	--	32	33	**24
1964/65	25	26	38	50	50	47	45	48	39
1965/66	25	21	21	25	24	34	28	29	27
1966/67	21	20	27	33	32	32	32	28	28

1/ U.S. No. 1. 2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Idaho, except as indicated. 5/ Washington.

* 7-month average.
** 5-month average.

Table 90.--Potatoes, Russet: Value and price per 100 pounds, and grower and packer share of retail value, Chicago, by months and season, 1962/63-1966/67 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
Value and price				Dollars					
Retail value 2/									
1962/63	8.06	8.06	8.06	7.87	8.16	8.26	8.26	8.64	8.19
1963/64	9.02	8.16	8.45	8.26	8.06	8.83	8.83	8.54	8.52
1964/65	8.74	8.45	9.22	9.89	12.00	12.86	12.58	12.86	10.59
1965/66	9.02	8.83	9.89	9.79	9.02	8.83	9.31	8.83	9.22
1966/67	8.45	9.22	9.41	9.50	9.60	10.75	10.85	10.18	9.70
Wholesale price 3/									
1962/63	3.65	4.00	4.35	4.40	4.55	4.50	4.50	4.30	4.31
1963/64	4.15	4.15	4.00	4.00	4.00	4.45	4.75	5.25	4.34
1964/65	4.75	5.00	6.50	7.65	8.65	8.85	8.80	9.50	7.24
1965/66	4.25	4.75	4.65	4.50	4.50	4.70	4.80	4.85	4.68
1966/67	4.42	3.75	5.50	5.45	5.40	6.00	5.50	4.50	5.09
Shipping point (f.o.b.) price 4/									
1962/63	5/1.84	2.11	2.72	2.62	2.74	2.76	2.71	2.57	2.54
1963/64	5/2.24	2.02	2.18	2.08	2.02	2.50	2.98	3.12	2.39
1964/65	5/2.75	5/2.74	4.94	6.02	6.84	7.18	6.97	7.66	5.41
1965/66	2.76	2.91	2.89	2.82	2.64	2.87	3.10	3.18	2.93
1966/67	5/2.56	5/2.44	3.87	3.80	3.86	3.76	3.56	2.82	3.34
Grower and packer share of retail value				Percent					
1962/63	23	26	34	33	34	33	33	30	31
1963/64	25	25	26	25	25	28	34	37	28
1964/65	31	32	54	61	57	56	55	60	51
1965/66	30	33	29	29	29	32	33	36	32
1966/67	30	27	41	40	40	35	33	28	34

1/ U.S. No. 1. 2/ Return to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Idaho, except as indicated. 5/ Washington.

Table 91.--Potatoes, Russet: Value and price per 100 pounds, and grower and packer share of retail value, Los Angeles, by months and season, 1962/63-1966/67 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
Value and price				Dollars					
Retail value 2/									
1962/63	9.22	9.12	8.74	8.54	9.02	9.02	8.74	7.87	8.80
1963/64 3/	---	---	---	---	---	---	---	---	---
1964/65	8.93	9.50	10.37	10.85	12.58	12.67	12.77	13.06	11.17
1965/66	9.22	9.70	8.93	9.22	8.45	8.45	9.02	8.93	8.90
1966/67	9.98	9.22	10.18	10.46	10.94	11.52	11.33	11.33	10.70
Wholesale price 4/									
1962/63	3.10	2.90	3.25	3.40	3.60	3.60	3.35	3.15	3.29
1963/64	3.65	3.15	3.10	3.20	3.25	3.60	4.15	4.35	3.54
1964/65	4.25	4.75	5.75	6.75	8.00	8.00	8.25	9.00	6.66
1965/66	3.85	3.65	3.75	3.65	3.75	3.65	3.75	3.75	3.71
1966/67	3.63	3.88	4.75	4.75	4.75	5.00	4.40	4.15	4.38
Shipping point (f.o.b.) price 5/									
1962/63	6/1.84	6/1.66	2.72	2.62	2.74	2.76	2.71	2.57	2.43
1963/64	2.74	2.02	2.18	2.08	2.02	2.50	2.98	3.12	2.40
1964/65	6/2.75	6/2.74	6/4.40	6.02	6.84	7.18	6.97	7.66	5.30
1965/66	2.76	2.91	2.89	2.82	2.64	2.87	3.10	3.18	2.89
1966/67	6/2.56	6/2.44	7/3.31	3.80	3.86	3.76	3.56	2.82	3.23
Grower and packer share of retail value				Percent					
1962/63	20	18	31	31	30	31	31	33	28
1963/64	--	--	--	--	--	--	--	--	--
1964/65	31	29	42	55	54	57	55	59	48
1965/66	30	30	32	31	31	34	34	36	33
1966/67	26	26	33	36	35	33	32	25	30

1/ U.S. No. 1. 2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). 3/ Not reported. 4/ Origin same as shipping point. 5/ Idaho, except as indicated. 6/ Washington. 7/ Oregon.

Table 92.--Potatoes, Russet: Value and price per 100 pounds, and grower and packer share of retail value, New York City, by months and season, 1962/63-1966/67 1/

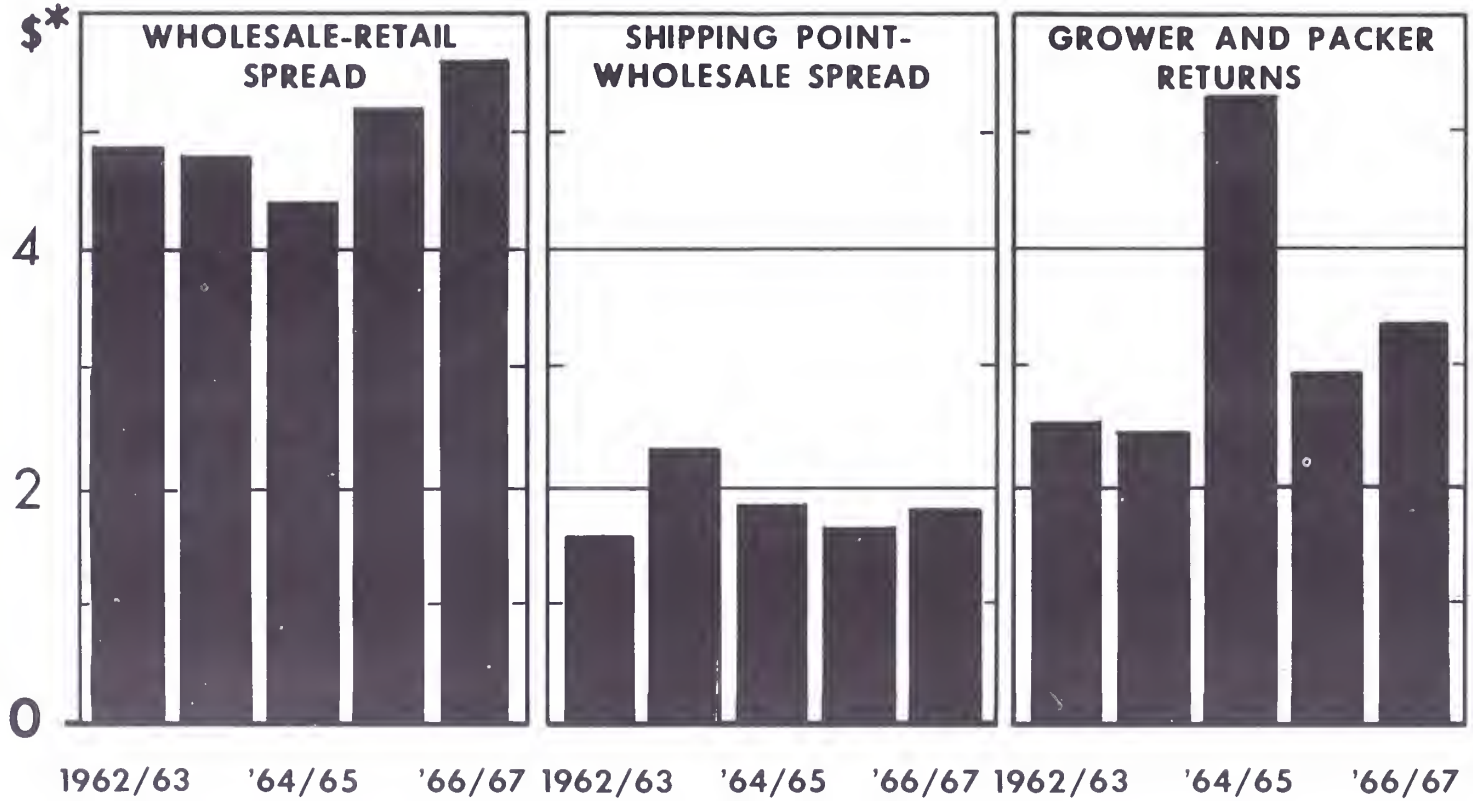
Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
Value and price				Dollars					
Retail value 2/									
1962/63	9.89	10.08	10.18	9.98	10.37	10.37	10.08	9.70	10.11
1963/64	10.94	10.75	10.46	10.66	10.27	10.18	10.37	10.66	10.45
1964/65	11.62	11.42	12.00	12.38	13.73	14.11	14.02	14.30	12.68
1965/66	11.23	11.14	11.04	10.94	10.94	10.85	11.14	11.42	11.08
1966/67	11.23	11.23	11.04	12.38	12.38	11.42	11.90	11.52	11.66
Wholesale price 3/									
1962/63	4.50	4.34	4.60	4.70	5.10	5.10	5.00	4.90	4.87
1963/64	5.50	4.50	4.80	4.80	4.80	5.10	5.50	5.80	5.09
1964/65	6.00	5.50	7.30	8.80	9.20	9.70	9.60	10.00	7.82
1965/66	5.30	5.00	5.30	5.30	5.00	5.40	5.50	5.50	5.33
1966/67	5.30	5.50	6.40	6.25	6.40	6.65	6.40	5.60	6.07
Shipping point (f.o.b.) price 4/									
1962/63	5/1.84	2.11	2.72	2.62	2.74	2.76	2.71	2.57	2.64
1963/64	2.74	2.02	2.18	2.08	2.02	2.50	2.98	3.12	2.45
1964/65	5/2.75	5/2.74	4.94	6.02	6.84	7.18	6.97	7.66	5.12
1965/66	2.76	2.91	2.89	2.82	2.64	2.87	3.10	3.18	2.94
1966/67	5/2.56	5/2.44	3.87	3.80	3.86	3.76	3.56	2.82	3.35
Grower and packer share of retail value				Percent					
1962/63	19	21	27	26	26	27	27	27	26
1963/64	25	19	21	19	20	24	29	29	24
1964/65	24	24	41	49	50	51	50	54	41
1965/66	25	26	26	26	24	27	28	28	26
1966/67	23	22	35	30	31	33	30	25	29

1/ U.S. No. 1. 2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Idaho, except as indicated. 5/ Washington.

Seasonal Average Spreads

RUSSET POTATOES△

Atlanta, Chicago, Los Angeles, and New York City



SEASON: SEPTEMBER TO APRIL

**DOLLARS PER 100 POUNDS, U.S. NO. 1.*

△FROM LATE-SUMMER AND FALL CROPS, PRODUCED IN IDAHO, WASHINGTON AND OREGON.

U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7548-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 25

Table 93.--Potatoes, Russet: Spread per 100 pounds and as a percentage of retail value, Atlanta, by months and season, 1962/63-1966/67 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
					Dollars				
Wholesale-retail									
1962/63	---	6.64	5.28	5.33	5.14	5.52	5.18	5.91	*5.54
1963/64	---	---	5.63	6.12	6.94	---	4.71	4.35	**5.63
1964/65	5.89	5.56	4.77	5.00	5.54	5.42	7.05	6.84	5.80
1965/66	6.69	6.89	7.07	6.72	6.24	3.65	6.29	5.94	5.93
1966/67	7.50	7.98	6.23	5.92	6.35	5.91	5.73	5.23	6.35
Shipping point-wholesale									
1962/63	2.05	2.29	1.98	2.03	2.01	2.09	2.09	2.18	*2.09
1963/64	2.01	2.13	2.17	2.17	2.18	1.95	1.72	2.13	**2.09
1964/65	2.50	2.26	2.25	.98	1.16	2.57	1.53	1.44	1.92
1965/66	1.59	1.93	1.83	1.88	2.06	1.93	1.75	1.82	1.87
1966/67	1.94	1.96	1.92	1.70	1.79	2.14	1.94	1.93	1.91
					Percent				
Wholesale-retail as a percentage of retail value									
1962/63	--	60	53	54	52	53	52	56	*54
1963/64	--	--	56	59	62	--	50	45	**55
1964/65	53	53	42	42	41	36	45	43	46
1965/66	61	62	63	59	57	43	56	54	55
1966/67	63	64	56	52	53	50	51	53	55
Shipping point-wholesale as a percentage of retail value									
1962/63	--	21	20	20	20	20	21	20	*20
1963/64	--	--	22	21	20	--	18	22	**21
1964/65	22	21	20	8	9	17	10	9	15
1965/66	14	17	16	16	19	23	16	17	18
1966/67	16	16	17	15	15	18	17	19	17

1/ U.S. No. 1, produced in Idaho and Washington.

* 7-month average.
** 5-month average.

Table 94.--Potatoes, Russet: Spread per 100 pounds and as a percentage of retail value, Chicago, by months and season, 1962/63-1966/67 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
					Dollars				
Wholesale-retail									
1962/63	4.41	4.06	3.71	3.47	3.61	3.76	3.76	4.34	3.88
1963/64	4.87	4.01	4.45	4.26	4.06	4.38	4.08	3.29	4.18
1964/65	3.99	3.45	2.72	2.24	3.35	4.01	3.78	3.36	3.35
1965/66	4.77	4.08	5.24	5.29	4.52	4.13	4.51	3.98	4.54
1966/67	4.03	5.47	3.91	4.05	4.20	4.75	5.35	5.68	4.61
Shipping point-wholesale									
1962/63	1.81	1.89	1.63	1.78	1.81	1.74	1.79	1.73	1.77
1963/64	1.91	2.13	1.82	1.92	1.98	1.95	1.77	2.13	1.95
1964/65	2.00	2.26	1.56	1.63	1.81	1.67	1.83	1.84	1.83
1965/66	1.49	1.84	1.76	1.68	1.86	1.83	1.70	1.67	1.75
1966/67	1.86	1.31	1.63	1.65	1.54	2.24	1.94	1.68	1.75
					Percent				
Wholesale-retail as a percentage of retail value									
1962/63	55	50	46	44	44	46	45	50	47
1963/64	54	49	53	52	50	50	46	38	49
1964/65	46	41	29	23	28	31	30	26	32
1965/66	56	46	53	54	50	47	49	45	49
1966/67	48	59	42	43	44	44	49	56	48
Shipping point-wholesale as a percentage of retail value									
1962/63	22	24	20	23	22	21	22	20	22
1963/64	21	26	21	23	25	22	20	25	23
1964/65	23	27	17	16	15	13	15	14	17
1965/66	14	21	18	17	21	21	18	19	19
1966/67	22	14	17	17	16	21	18	16	18

1/ U.S. No. 1, produced in Idaho and Washington.

Table 95.--Potatoes, Russet: Spread per 100 pounds and as a percentage of retail value, Los Angeles, by months and season, 1962/63-1966/67 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
					Dollars				
Wholesale-retail									
1962/63	6.12	6.22	5.49	5.14	5.42	5.42	5.39	4.72	5.51
1963/64	---	---	---	---	---	---	---	---	---
1964/65	4.68	4.75	4.62	4.10	4.58	4.67	4.52	4.06	4.51
1965/66	5.37	6.05	5.18	5.57	4.70	4.80	5.27	5.18	5.19
1966/67	6.35	5.34	5.43	5.71	6.19	6.52	6.93	7.18	6.32
Shipping point-wholesale									
1962/63	1.26	1.24	.53	.78	.86	.84	.64	.58	.86
1963/64	.91	1.13	.92	1.12	1.23	1.10	1.17	1.23	1.14
1964/65	1.50	2.01	1.35	.73	1.16	.82	1.28	1.34	1.36
1965/66	1.09	.74	.86	.83	1.11	.78	.65	.57	.82
1966/67	1.07	1.44	1.44	.95	.89	1.24	.84	1.33	1.15
					Percent				
Wholesale-retail as a percentage of retail value									
1962/63	66	68	63	60	60	60	62	60	62
1963/64	--	--	--	--	--	--	--	--	--
1964/65	52	50	45	38	37	37	35	31	40
1965/66	58	62	58	60	56	57	59	58	58
1966/67	63	58	53	55	57	56	61	63	59
Shipping point-wholesale as a percentage of retail value									
1962/63	14	14	6	9	10	9	7	7	10
1963/64	--	--	--	--	--	--	--	--	--
1964/65	17	21	13	7	9	6	10	10	12
1965/66	12	8	10	9	13	9	7	6	9
1966/67	11	16	14	9	8	11	7	12	11

1/ U.S. No. 1, produced in Idaho, Washington and Oregon.

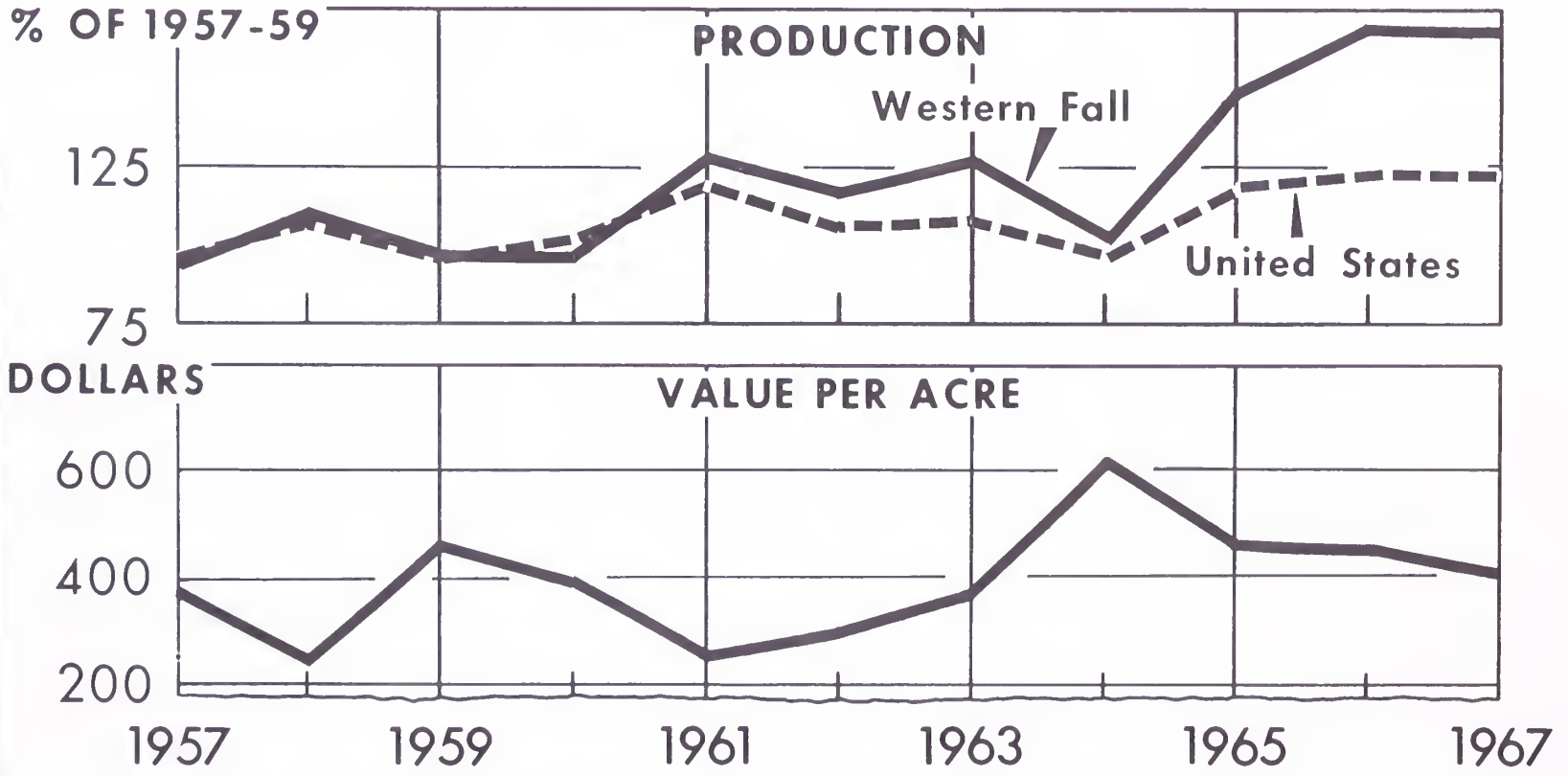
Table 96.--Potatoes, Russet: Spread per 100 pounds and as a percentage of retail value, New York City, by months and season, 1962/63-1966/67 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
					Dollars				
Wholesale-retail									
1962/63	5.39	5.74	5.58	5.28	5.27	5.27	5.08	4.80	5.24
1963/64	5.44	6.25	5.66	5.86	5.47	5.08	4.87	4.86	5.36
1964/65	5.62	5.92	4.70	3.58	4.53	4.41	4.42	4.30	4.86
1965/66	5.93	6.14	5.74	5.64	5.94	5.45	5.64	5.92	5.75
1966/67	5.93	5.73	4.64	6.13	5.98	4.77	5.50	5.92	5.59
Shipping point-wholesale									
1962/63	2.66	2.23	1.88	2.08	2.36	2.34	2.29	2.33	2.23
1963/64	2.76	2.48	2.62	2.72	2.78	2.60	2.52	2.68	2.64
1964/65	3.25	2.76	2.36	2.78	2.36	2.52	2.63	2.34	2.70
1965/66	2.54	2.09	2.41	2.48	2.36	2.53	2.40	2.32	2.39
1966/67	2.74	3.06	2.53	2.45	2.54	2.89	2.84	2.78	2.72
					Percent				
Wholesale-retail as a percentage of retail value									
1962/63	54	57	55	53	51	51	50	49	52
1963/64	50	58	54	55	53	50	47	46	51
1964/65	48	52	39	29	33	31	31	30	38
1965/66	52	55	52	52	54	50	50	52	52
1966/67	53	51	42	50	48	42	46	51	48
Shipping point-wholesale as a percentage of retail value									
1962/63	27	22	18	21	23	22	23	24	22
1963/64	25	23	25	26	27	26	24	25	25
1964/65	28	24	20	22	17	18	19	16	21
1965/66	23	19	22	22	22	23	22	20	22
1966/67	24	27	23	20	21	25	24	24	23

1/ U.S. No. 1, produced in Idaho and Washington.

FALL POTATOES IN NINE WESTERN STATES

Production and Value per Acre



U.S. DEPARTMENT OF AGRICULTURE NEG. ERS 7549-70 (2) ECONOMIC RESEARCH SERVICE

FIGURE 26

SPINACH

Production Areas and Markets

Spinach is the most important of the vegetable "greens" crops, but the amount sold fresh has declined for a number of years as a proportion of total spinach production. In recent years, fresh sales have claimed only one-fifth to one-fourth of the spinach market.

Texas usually leads in fresh spinach production, accounting for more than 20 percent of U.S. annual fresh market supplies, and during its season, December through March, more than half (table 97).

Two major markets were selected for wholesale and retail pricing, Chicago and New York City.

Prices

The U.S. seasonal average retail price increased steadily but moderately from 1963/64 through 1966/67 for a net gain of 3.5 cents a pound or 8 percent (table 98). Prices in Chicago and New York City also trended upward, 18 and 9 percent. For the four seasons shown, New York City prices averaged 0.7 cents higher, and Chicago prices 5.8 cents lower than the U.S. average price. In contrast, wholesale prices in the two markets were comparable. The difference ranged from 3 cents to 30 cents per bushel basket (tables 99 and 100).

Wholesale-Retail Spread

The two-city average wholesale-retail spread claimed the major portion of the retail value each season (fig. 27). In 1963/64 it was 71 percent; it increased to 72 percent the next two seasons and then dropped to 68 percent in 1966/67. It should be emphasized that these data were for spinach sold prepackaged at retail and the added costs associated with that process accounted for most of the relatively large size of this spread. For the first three seasons of this study, the wholesale-retail spread increased in amounts similar to the retail price increases, but in the fourth season it decreased by 25 cents a bushel-equivalent while the price increased 13 cents.

There was considerable difference between Chicago and New York City in the size of this spread. Each year it was larger in New York City, and over the four seasons it averaged $6.09 per bushel equivalent, compared with $4.94 in Chicago (tables 101 and 102).

Shipping Point-Wholesale Spread

The two-city average shipping point-wholesale spread was around $1 per bushel each season, except in 1965/66 when it was 69 cents (fig. 27). That season the f.o.b. shipping point price increased sharply in line with a siz able drop in production, but the price response at the wholesale level was much less. Consequently, the reduction in size of this spread. As a percentage of the retail value it was 12 percent each season except 1965/66 when it was 8 percent.

Grower and Packer Returns

Two-city average grower and packer returns were at two distinct levels during the four seasons included in this report—$1.30 plus for the first two and $1.70 plus for the last two (fig. 27). There was a similar clear-cut distinction on the basis of percentage of retail value—16 to 17 percent the first two seasons and 20 percent the other two.

Production, Consumption, and Value per Acre

The prices and price spreads that have been described are but part of the total adjustment process that goes on continuously within the industry. Trends in production, per capita consumption, and returns per acre provide additional information.

Since 1957, production of spinach for the fresh market has declined sharply from 164.8 to 88.5 million pounds or 46 percent (fig. 28). This was accomplished primarily through constant reductions in acreage over the period. Simultaneously, per capita consumption also declined sharply from 0.9 pound in 1959 to 0.5 pound in 1967 or 44 percent.

In sharp contrast to the decrease in production and consumption was a concurrent uptrend in the value of the crop per planted acre. From $318 per acre in 1957, the value dropped to $286 in 1961; from then a steady rise brought it to $471 per acre in 1967 for a net increase of 48 percent during the period.

Table 97.--Spinach: Production for fresh market, Texas and United States, 1963-67

Year	Texas	United States
	1,000 cwt.	
1963	232	1,109
1964	252	1,057
1965	262	1,185
1966	195	876
1967	180	885

Table 98.--Spinach: Seasonal average retail prices, United States and selected cities, 1963/64-1966/67 1/

Market	1963/64	1964/65	1965/66	1966/67
	Cents per pound			
United States 2/	43.7	45.0	46.4	47.2
Chicago 3/	35.5	41.0	40.8	41.9
New York City 3/	44.2	45.1	47.5	48.3

1/ 4-month weighted average, December-March, price per 10-oz. package converted to pound basis.
2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads.
3/ BLS city monthly prices weighted by city monthly unloads.

Table 99.--Spinach: Value and price per bushel basket, and grower and packer share of retail value, Chicago, by months and season, 1963/64-1966/67 1/

Item	Dec.	Jan.	Feb.	Mar.	Season avg.
Value and price			Dollars		
Retail value 2/					
1963/64	5.65	6.86	6.44	6.54	6.57
1964/65	8.69	7.87	6.95	7.39	7.57
1965/66	8.93	7.45	7.18	7.78	7.55
1966/67	7.60	7.72	7.87	7.57	*7.78
Wholesale price 3/					
1963/64	2.85	2.65	2.35	2.15	2.46
1964/65	2.35	2.15	2.35	2.35	2.29
1965/66	2.50	2.40	2.35	2.35	2.39
1966/67	2.15	2.15	3.10	---	*2.57
Shipping point (f.o.b.) price 4/					
1963/64	1.50	1.44	1.38	1.15	1.35
1964/65	1.38	1.40	1.25	1.35	1.34
1965/66	1.60	1.47	2.02	1.75	1.71
1966/67	1.81	1.75	1.88	1.51	*1.81
Grower and packer share of retail value			Percent		
1963/64	26	21	21	18	20
1964/65	16	18	18	18	18
1965/66	18	20	28	22	23
1966/67	24	23	24	19	*23

1/ U.S. Extra No. 1, 21 pounds net weight per bushel basket, sold prepackaged at retail.

2/ Returns to retailer for salable spinach (12-percent allowance for loss incurred during marketing).

3/ Origin same as shipping point.

4/ Texas.

* 3-month average.

Table 100.--Spinach: Value and price per bushel basket, and grower and packer share of retail value, New York City, by months and season, 1963/64-1966/67 1/

Item	Dec.	Jan.	Feb.	Mar.	Season avg.
Value and price			Dollars		
Retail value 2/					
1963/64	8.02	8.52	7.83	8.10	8.15
1964/65	8.40	8.72	8.37	7.98	8.34
1965/66	8.57	8.72	8.96	8.81	8.79
1966/67	8.66	8.81	9.26	8.93	8.94
Wholesale price 3/					
1963/64	1.75	2.40	2.25	2.00	2.20
1964/65	3.00	2.25	2.35	2.15	2.38
1965/66	2.12	1.75	2.62	3.00	2.42
1966/67	3.15	2.75	2.50	3.25	2.87
Shipping point (f.o.b.) price 4/					
1963/64	1.50	1.44	1.38	1.15	1.34
1964/65	1.38	1.40	1.25	1.35	1.35
1965/66	1.60	1.47	2.02	1.75	1.73
1966/67	1.81	1.75	1.88	1.51	1.73
Grower and packer share of retail value			Percent		
1963/64	19	17	18	14	16
1964/65	17	16	15	17	16
1965/66	19	17	22	20	19
1966/67	21	20	20	17	19

1/ U.S. Extra No. 1, 21 pounds net weight per bushel basket, sold prepackaged at retail.

2/ Return to retailer for salable spinach (12-percent allowance for loss incurred during marketing).

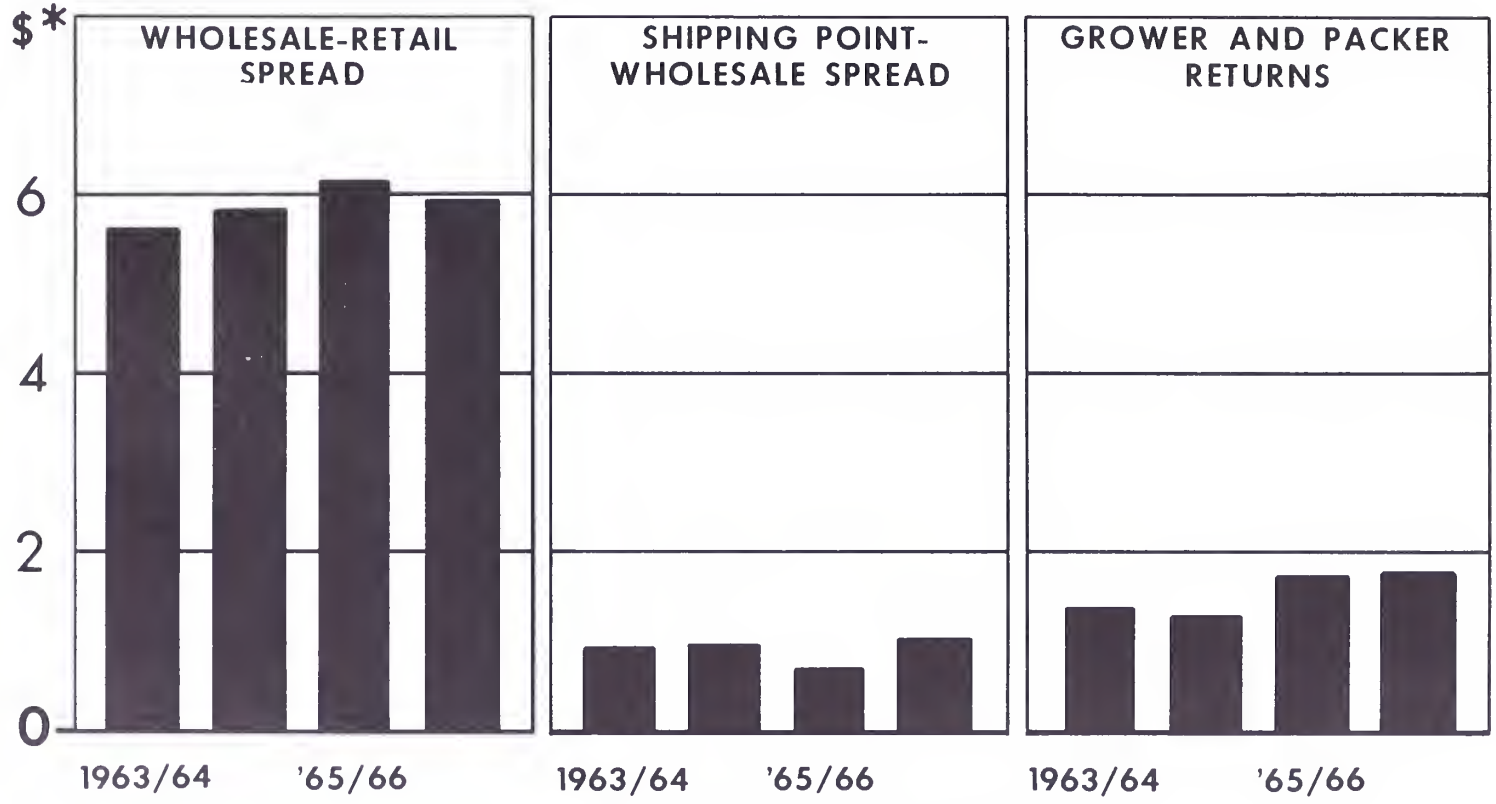
3/ Origin same as shipping point.

4/ Texas.

Seasonal Average Spreads

SPINACH

Chicago and New York City



SEASON: DECEMBER TO MARCH

* *DOLLARS PER 21 POUND BUSHEL SOLD PREPACKAGED AT RETAIL.*

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FIGURE 27

Table 101.--Spinach: Spread per bushel basket and as a percentage of retail value, Chicago, by months and season, 1963/64-1966/67 1/

Spreads	Dec.	Jan.	Feb.	Mar.	Season avg.
			Dollars		
Wholesale-retail					
1963/64	2.80	4.21	4.09	4.39	4.11
1964/65	6.34	5.72	4.60	5.04	5.28
1965/66	6.43	5.05	4.83	5.43	5.16
1966/67	5.45	5.57	4.77	---	*5.21
Shipping point-wholesale					
1963/64	1.35	1.21	.97	1.00	1.11
1964/65	.97	.75	1.10	1.00	.95
1965/66	.90	.93	.33	.60	.68
1966/67	.34	.40	1.22	---	*.76
			Percent		
Wholesale-retail as a percentage of retail value					
1963/64	50	61	64	67	63
1964/65	73	73	66	68	70
1965/66	72	68	67	70	68
1966/67	72	72	61	--	*67
Shipping point-wholesale as a percentage of retail value					
1963/64	24	18	15	15	17
1964/65	11	9	16	14	12
1965/66	10	12	5	8	9
1966/67	4	5	15	--	*10

1/ U.S. Extra No. 1, 21 pounds net weight per bushel basket, sold prepackaged at retail.

* 3-month average.

Table 102.--Spinach: Spread per bushel basket and as a percentage of retail value, New York City, by months and season, 1963/64-1966/67 1/

Spreads	Dec.	Jan.	Feb.	Mar.	Season avg.
			Dollars		
Wholesale-retail					
1963/64	6.27	6.12	5.58	6.10	5.95
1964/65	5.40	6.47	6.02	5.83	5.96
1965/66	6.45	6.97	6.34	5.81	6.37
1966/67	5.51	6.06	6.76	5.68	6.07
Shipping point-wholesale					
1963/64	.25	.96	.87	.85	.86
1964/65	1.62	.85	1.10	.80	1.03
1965/66	.52	.28	.60	1.25	.69
1966/67	1.34	1.00	.62	1.74	1.14
			Percent		
Wholesale-retail as a percentage of retail value					
1963/64	78	72	71	75	73
1964/65	64	74	72	73	72
1965/66	75	80	71	66	73
1966/67	64	69	73	64	68
Shipping point-wholesale as a percentage of retail value					
1963/64	3	11	11	11	11
1964/65	19	10	13	10	12
1965/66	6	3	7	14	8
1966/67	15	11	7	19	13

1/ U.S. Extra, No.1, 21 pounds net weight per bushel basket, sold prepackaged at retail.

SPINACH

U.S. Production, Consumption, and Value Per Acre

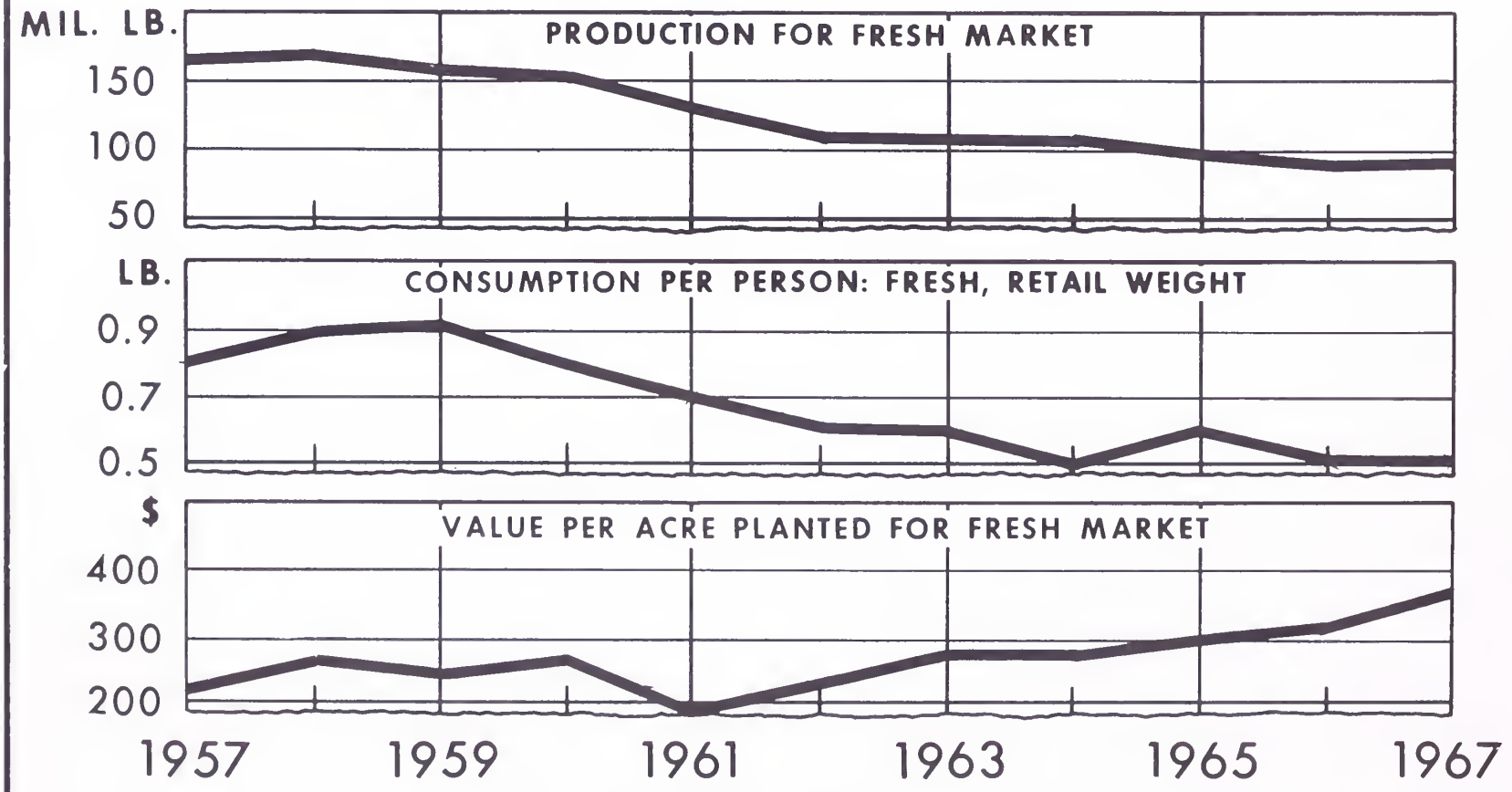

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FIGURE 28

SWEETPOTATOES

Production Areas and Markets

Two major markets were selected for pricing sweetpotatoes at wholesale and retail—Chicago and New York City. In recent years, these two markets received more than one-fifth of the total unloads reported in 41 cities.

Data reported for Chicago are on Louisiana sweetpotatoes exclusively. Louisiana is the leading State in sweetpotato production, generally producing about 30 percent of the total U.S. supply (table 103). Data for New York City are for New Jersey, Louisiana, North Carolina, and Virginia sweetpotatoes. The latter three are the top producing States. New Jersey ranks about eighth, although in the New York City market it is the major source of supply.

Sweetpotatoes are marketed year round, but supplies are relatively light in May, June, and July. Consequently, price quotations tend to be sparse during these months, and therefore the season used in this study is August through April.

Prices

U.S. seasonal average retail prices are not available for sweetpotatoes, so a weighted average of the Chicago and New York City prices was calculated (table 104). This price trended upward from 1962/63 to 1964/65, dropped the following season, and then reached a new high in 1966/67. The net increase over the five seasons was 3.5 cents a pound or 27 percent.

Seasonal average retail prices behaved somewhat differently in the two markets. Chicago's net increase over the five seasons was 12 percent, compared with 37 percent in New York City. Retail prices averaged higher in New York City during three of the five seasons. However, wholesale prices averaged higher in Chicago in all seasons except 1966/67 (tables 105 and 106).

Wholesale-Retail Spread

The two-city average wholesale-retail spread trended downward from 1962/63 to 1964/65, increased the next season and then dropped to a new low in 1966/67 (fig. 29). This was the exact opposite of the behavior of retail prices. Over the five seasons, the wholesale-retail spread dropped from $2.57 per crate or 47 percent of the retail value to $1.99 per crate or 29 percent.

Each season the wholesale-retail spread was larger in New York City than in Chicago by amounts ranging from 44 cents to 80 cents per crate (tables 107 and 108). For the five seasons, this spread averaged $2.63 in New York City and $2.08 in Chicago.

Shipping Point-Wholesale Spread

The shipping point-wholesale spread was relatively stable over the five seasons ranging from 60 cents per crate in 1963/64 to 82 cents in 1966/67 (fig. 29). For the five seasons, this spread averaged 11 percent of the retail value.

The shipping point-wholesale spread varied more in New York City than Chicago which was probably caused by changing sources of supply and hence higher transportation charges in New York City, in contrast to a constant source of supply in Chicago (tables 107 and 108).

Grower and Packer Returns

Grower and packer returns were characterized by extreme season-to-season variability (fig. 29). All variations were in the same direction as retail price movements. The two-city seasonal average grower and packer returns ranged from $2.19 per crate in 1962/63 to $4.14 in 1964/65. Only in 1962/63 was the grower and packer return smaller than the wholesale-retail spread. Grower and packer returns also varied widely as percentages of the retail value, from 40 in 1962/63 to 59 in 1964/65 and 1966/67. For the five seasons, it averaged nearly 52 percent of the retail value.

Production, Consumption, and Value Per Acre

Figure 30 shows that sweetpotato production during 1957-67 decreased irregularly, continuing a trend that began in the 1930's. A similar trend occurred in per capita consumption; the net decrease during the 11 years was 47 percent. In contrast, value per acre trended up from $271 an acre in 1957 to $410 in 1967, a net increase of more than 50 percent.

Table 103.--Sweetpotatoes: Production, selected States and United States, 1962-67

Year	New Jersey	Virginia	North Carolina	Louisiana	United States
	1,000 cwt.				
1962	1,362	2,660	2,520	3,894	17,120
1963	1,265	1,955	1,995	3,381	14,356
1964	840	2,057	1,890	3,225	12,969
1965	900	1,738	2,310	4,590	15,524
1966	576	1,725	1,995	3,978	13,697
1967	610	1,656	2,185	4,116	13,658

Table 104.--Sweetpotatoes: Seasonal average retail prices, 2-city average and selected cities, 1962/63-1966/67 1/

Market	1962/63	1963/64	1964/65	1965/66	1966/67
	Cents per pound				
2 cities 2/	12.8	14.5	16.1	14.5	16.3
Chicago 3/	13.6	15.5	16.3	14.1	15.3
New York City 3/	12.6	14.8	16.5	15.2	17.3

1/ 9-month weighted average, August-April.
2/ Average seasonal prices for Chicago and New York City weighted by total season unloads.
3/ BLS city monthly prices weighted by city monthly unloads.

Table 105.--Sweetpotatoes: Value and price per crate, and grower and packer share of retail value, Chicago, by months and season, 1962/63-1966/67 1/

Item	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
Value and price					Dollars					
Retail value 2/										
1962/63	7.74	7.16	5.83	5.39	5.83	5.66	5.97	5.97	5.80	6.02
1963/64	7.36	6.41	5.31	6.62	6.58	7.32	7.05	7.49	7.71	*6.72
1964/65	8.54	7.21	6.14	6.09	6.14	6.95	7.04	7.81	8.54	*6.86
1965/66	8.29	7.40	5.67	5.84	5.88	5.97	5.42	5.20	4.95	5.97
1966/67	6.77	6.69	5.33	5.88	6.43	6.89	7.02	7.36	7.06	6.46
Wholesale price 3/										
1962/63	4.25	3.90	3.45	3.45	3.85	3.60	3.50	3.50	3.50	3.64
1963/64	3.65	3.45	3.40	4.25	5.25	5.15	5.00	5.32	6.10	*4.61
1964/65	4.75	4.00	4.10	4.25	5.40	5.25	5.25	5.75	6.30	*5.02
1965/66	4.25	3.35	3.45	3.25	4.20	3.75	3.75	3.75	3.65	3.67
1966/67	5.00	3.75	3.90	4.15	5.00	5.00	5.35	5.50	5.50	4.69
Shipping point (f.o.b.) price 4/										
1962/63	2.80	2.80	2.51	2.38	3.12	2.75	2.75	2.80	2.80	2.74
1963/64	---	2.61	2.62	3.14	4.46	4.32	4.38	4.72	4.90	*3.77
1964/65	---	3.38	3.14	3.40	4.75	4.75	4.75	5.00	5.50	*4.30
1965/66	3.50	2.64	2.58	2.58	3.48	3.42	3.25	2.62	3.05	2.98
1966/67	4.00	3.12	3.18	3.41	4.50	4.50	4.50	4.70	5.00	3.99
Grower and packer share of retail value					Percent					
1962/63	36	39	43	44	53	49	46	47	48	45
1963/64	--	41	49	47	68	59	62	63	63	*56
1964/65	--	47	51	56	77	68	68	64	65	*63
1965/66	42	35	46	44	59	57	60	50	62	50
1966/67	59	47	60	58	70	65	64	64	71	62

1/ All varieties, U.S. No.1, 47 pounds net weight per crate.
2/ Returns to retailer for salable sweetpotatoes (allowance for loss gradually increased from 5.9 percent in 1962/63 to 10 percent in 1965/66).
3/ Origin same as shipping point.
4/ Louisiana.
* 8-month average.

Table 106.--Sweetpotatoes: Value and price per crate, and grower and packer share of retail value, New York City, by months and season, 1962/63-1966/67 1/

Item	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
Value and price	Dollars									
Retail value 2/										
1962/63	6.59	5.70	5.31	5.31	5.44	6.11	5.26	5.39	5.35	*5.48
1963/64	7.32	6.23	5.05	5.71	5.97	6.28	6.32	6.58	6.84	*6.40
1964/65	8.93	5.83	6.05	6.56	6.65	6.99	7.29	7.42	8.15	*6.96
1965/66	8.93	6.55	6.09	5.92	6.09	6.14	6.00	6.26	6.39	**6.46
1966/67	7.99	7.44	7.02	6.64	7.02	6.94	7.27	7.44	7.57	7.30
Wholesale price 3/										
1962/63	4/3.25	2.75	3.00	3.00	3.00	2.92	2.25	2.25	2.25	*2.66
1963/64	5/3.00	4.25	3.90	4.25	3.75	3.25	3.50	3.62	4.12	*3.72
1964/65	6/5.75	4.75	4.75	4.50	4.12	4.25	4.65	5.10	5.40	*4.63
1965/66	3.85	3.85	3.85	3.50	3.00	3.12	3.25	5/3.12	5/2.90	**3.36
1966/67	6.00	4.00	4.00	4.62	5.50	5.10	5.12	5.40	5.62	5.06
Shipping point (f.o.b.) price 7/										
1962/63	---	4/1.70	4/1.95	4/1.78	2.65	2.08	1.90	1.95	2.00	*2.03
1963/64	---	6/2.61	6/2.62	6/3.14	3.16	3.18	3.25	3.45	3.45	*3.26
1964/65	---	6/3.38	6/3.14	3.58	3.50	3.75	3.91	4.62	4.94	*3.89
1965/66	6/3.50	6/2.64	6/2.58	6/2.58	2.90	2.62	2.50	---	---	**2.76
1966/67	6/4.00	6/3.12	6/3.18	6/3.41	6/4.50	8/4.36	8/4.38	8/4.38	8/4.75	4.07
Grower and packer share of retail value	Percent									
1962/63	--	30	37	34	49	34	36	36	37	*37
1963/64	--	42	52	55	53	51	51	52	50	*51
1964/65	--	58	52	55	53	54	54	62	60	*56
1965/66	39	40	42	43	47	43	42	--	--	**43
1966/67	50	42	45	51	64	63	60	59	63	56

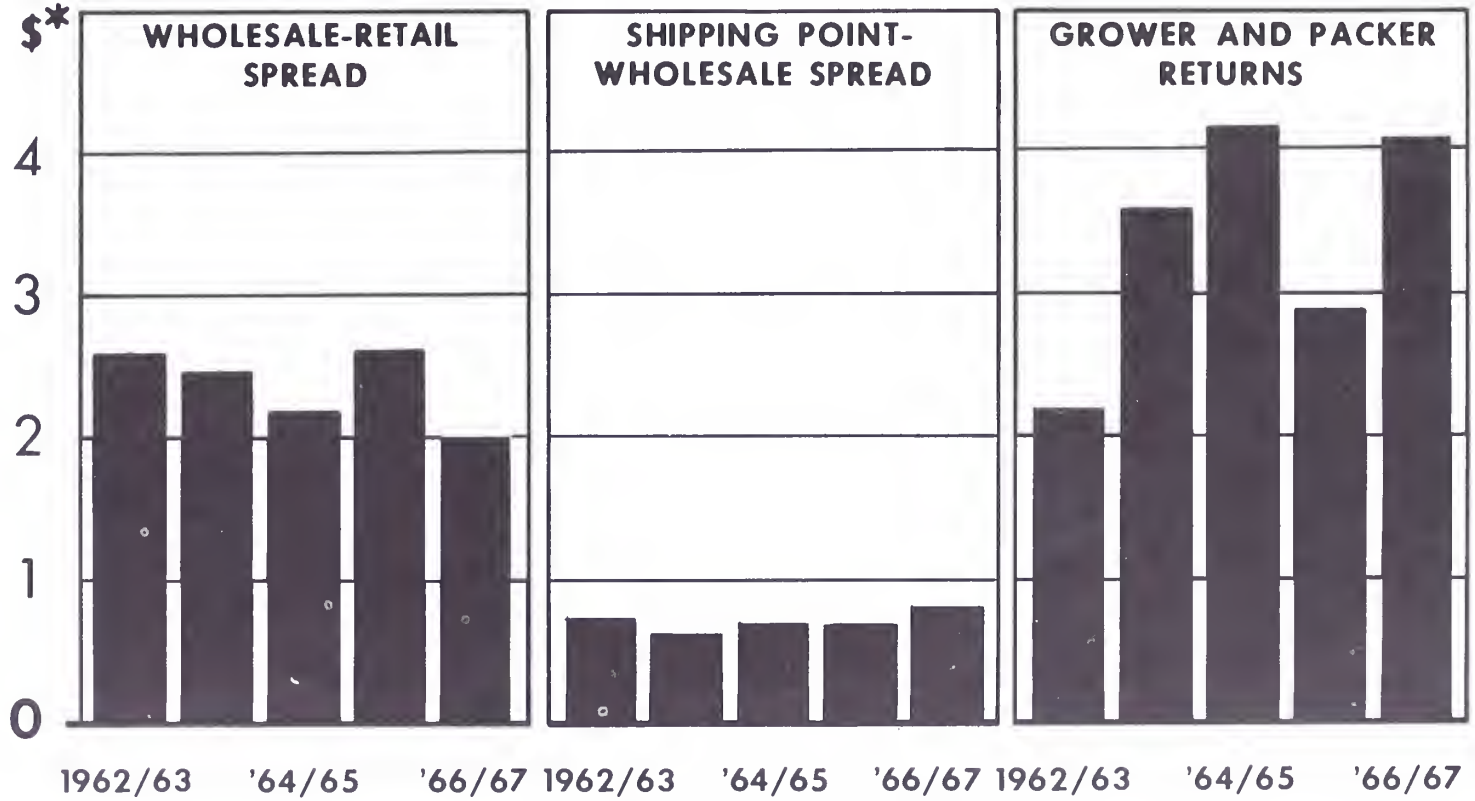
1/ All varieties, U.S. No.1, 47 pounds net weight per crate. 2/ Returns to retailer for salable sweetpotatoes (allowance for loss gradually increased from 5.9 percent in 1962/63 to 10 percent in 1965/66). 3/ Origin same as shipping point except as indicated. 4/ Virginia. 5/ New Jersey. 6/ Louisiana. 7/ New Jersey, except as indicated. 8/ North Carolina.

* 8-month average.

Seasonal Average Spreads

SWEETPOTATOES

Chicago and New York City



SEASON: AUGUST TO APRIL

* DOLLARS PER 47 POUND CRATE.

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FIGURE 29

Table 107.--Sweetpotatoes: Spread per crate and as a percentage of retail value, Chicago, by months and season, 1962/63-1966/67 1/

Spreads	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
					Dollars					
Wholesale-retail										
1962/63	3.49	3.26	2.38	1.94	1.98	2.06	2.47	2.47	2.30	2.38
1963/64	3.71	2.96	1.91	2.37	1.33	2.17	2.05	2.17	1.61	*2.11
1964/65	3.79	3.21	2.04	1.84	.74	1.70	1.79	2.06	2.24	*1.84
1965/66	4.04	4.05	2.22	2.59	1.68	2.22	1.67	1.45	1.30	2.30
1966/67	1.77	2.94	1.43	1.73	1.43	1.89	1.67	1.86	1.56	1.77
Shipping point-wholesale										
1962/63	1.45	1.10	.94	1.07	.73	.85	.75	.70	.70	.90
1963/64	---	.84	.78	1.11	.79	.83	.62	.60	1.20	*.84
1964/65	---	.62	.96	.85	.65	.50	.50	.75	.80	*.72
1965/66	.75	.71	.87	.67	.72	.33	.50	1.13	.60	.69
1966/67	1.00	.63	.72	.74	.50	.50	.85	.80	.50	.70
					Percent					
Wholesale-retail as a percentage of retail value										
1962/63	45	46	41	36	34	36	41	41	40	40
1963/64	50	46	36	36	20	30	29	29	21	*31
1964/65	44	44	33	30	12	25	25	26	26	*27
1965/66	49	55	39	44	29	37	31	28	26	38
1966/67	26	44	27	29	22	28	24	25	22	27
Shipping point-wholesale as a percentage of retail value										
1962/63	19	15	16	20	13	15	13	12	12	15
1963/64	--	13	15	17	12	11	9	8	16	*13
1964/65	--	9	16	14	11	7	7	10	9	*10
1965/66	9	10	15	12	12	6	9	22	12	12
1966/67	15	9	13	13	8	7	12	11	7	11

1/ All varieties, U.S. No.1, 47 pounds net weight per crate.

* 8-month average.

Table 108.--Sweetpotatoes: Spread per crate and as a percentage of retail value, New York City, by months and season, 1962/63-1966/67 1/

Spreads	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season avg.
					Dollars					
Wholesale-retail										
1962/63	3.34	2.95	2.31	2.31	2.44	3.19	3.01	3.14	3.10	*2.82
1963/64	4.32	1.98	1.15	1.46	2.22	3.03	2.82	2.96	2.72	*2.68
1964/65	3.18	1.08	1.30	2.06	2.53	2.74	2.64	2.32	2.75	*2.33
1965/66	5.08	2.70	2.24	2.42	3.09	3.02	2.75	3.14	3.49	**3.10
1966/67	1.99	3.44	3.02	2.02	1.52	1.84	2.15	2.04	1.95	2.24
Shipping point-wholesale										
1962/63	---	1.05	1.05	1.22	.35	.84	.35	.30	.25	*.63
1963/64	---	1.64	1.28	1.11	.59	.07	.25	.17	.67	*.46
1964/65	---	1.37	1.61	.92	.62	.50	.74	.48	.46	*.74
1965/66	.35	1.21	1.27	.92	.10	.50	.75	---	---	**.60
1966/67	2.00	.88	.82	1.21	1.00	.74	.74	1.02	.87	.99
					Percent					
Wholesale-retail as a percentage of retail value										
1962/63	51	52	43	43	45	52	57	58	58	*51
1963/64	59	32	23	26	37	48	45	45	40	*42
1964/65	36	19	21	31	38	39	36	31	34	*33
1965/66	57	41	37	41	51	49	46	50	55	**48
1966/67	25	46	43	31	22	26	30	27	26	31
Shipping point-wholesale as a percentage of retail value										
1962/63	--	18	20	23	6	14	7	6	5	*12
1963/64	--	26	25	19	10	1	4	3	10	*7
1964/65	--	23	27	14	9	7	10	7	6	*11
1965/66	4	19	21	16	2	8	12	--	--	**9
1966/67	25	12	12	18	14	11	10	14	11	13

1/ All varieties, U.S. No.1, 47 pounds net weight per crate.

* 8-month average.
** 7-month average.

SWEET POTATOES

U.S. Production, Consumption, and Value Per Acre

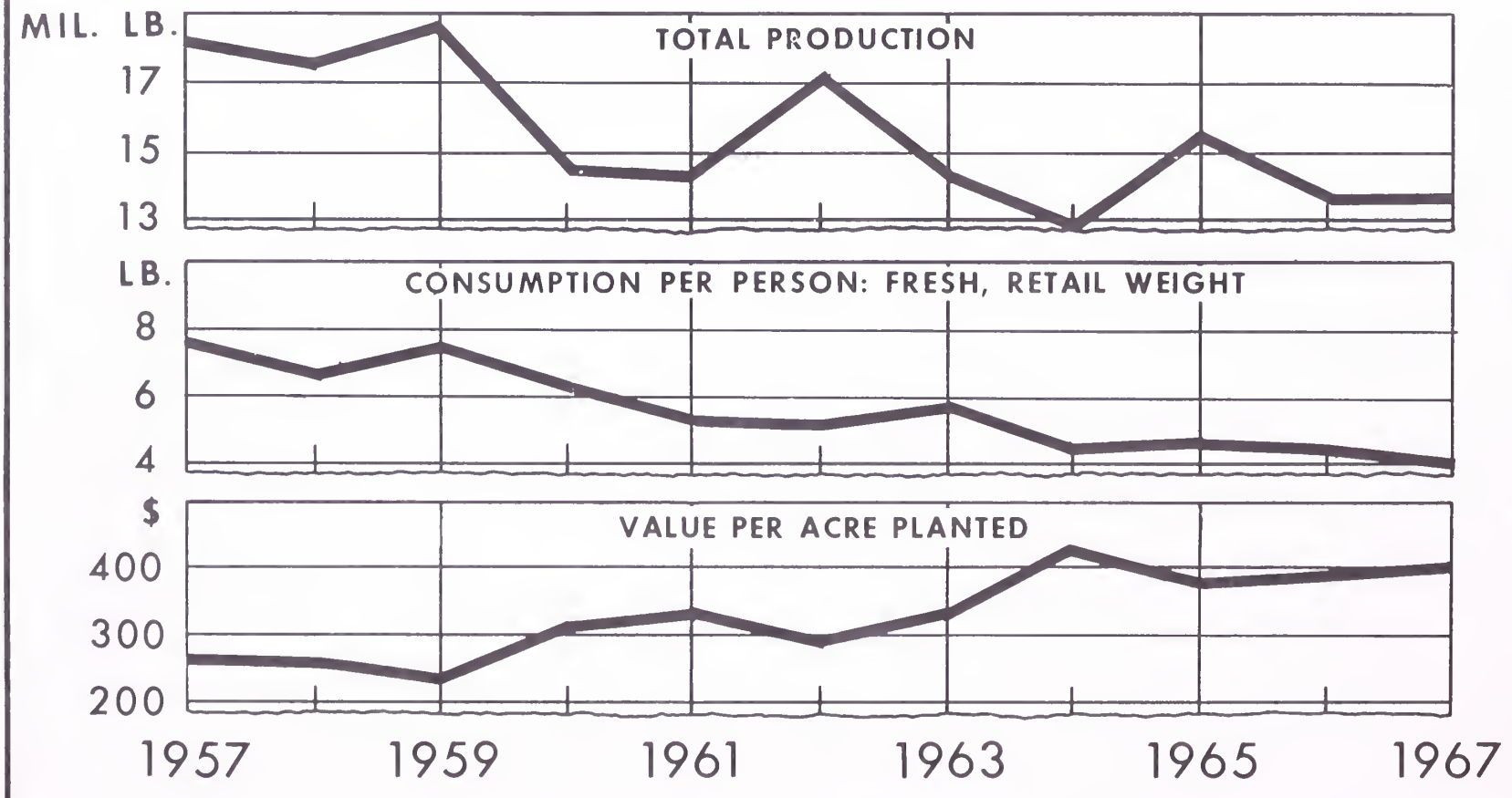

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FIGURE 30

90 U. S. GOVERNMENT PRINTING OFFICE : 1970—396-915/1385-12

UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C. 20250

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE, $300

POSTAGE & FEES PAID
United States Department of Agriculture